

THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

Vol. LXX. No. 24.

NEW YORK AND CHICAGO, DECEMBER 9, 1911.

PER ANNUM, \$2.00
SIX MONTHS, \$1.00

NEW MEMBERS

There Have Been Forty-Nine Additions to the List of the National Since the October Convention—The Growth Exceedingly Encouraging.

THAT energetic work is being done to increase the membership of the National Association is shown by the list, printed below, of forty-nine additions made since the Buffalo convention. Some of the names that appear therein represent extra membership taken out under the change made at the October meeting, which allowed present members to take out additional memberships. The recent additions follow:

James G. Magee, care
Boston Atlantic Club, Boston, Mass.
Combe Printing Co.....St. Joseph, Mo.
E. A. Wright.....Philadelphia, Pa.
National Envelope Co.....Delanco, N. J.
Jefferson Printing Co.....Springfield, Ill.
Coe Bros.Springfield, Ill.
H. W. Rogers, care
Wilbur & Hastings, New York City.
Amour-Clad Mfg. Co.....Canton, O.
C. R. Gibson & Co.....New York City.
Charles F. Dawson....Montreal, Canada.
Shipman & Evans.....New York City.
Cutler Desk Co.....Buffalo, N. Y.
Harry Heyman, care Eagle Pencil
Co.....New York City.
Frank G. Hunt.....Buffalo, N. Y.
Sol. A. Arons, 600 West 144th street,
New York City.
Gordon & Foster.....McKeesport, Pa.
Richard G. Milks, Jr....Rochester, N. Y.
Transylvania Printing Co...Lexington, Ky.
Edward V. Brokaw, care Edward V. Bro-
kaw & Co.....New York City.
Charles E. Falconer.....Baltimore, Md.
Henry Curlander, care Falconer Co.,
Baltimore, Md.
Richard B. Carter, care Carter's Ink
Co.....Boston, Mass.
Harry A. Tompkins, care Scranton, Wet-
more & Co.....Rochester, N. Y.

W. H. Gunlocke Chair Co.Wayland, N. Y.
Imperial Methods Co.....Chicago, Ill.
Richard B. Lockwood, care Millington
LockwoodBuffalo, N. Y.
Harry J. Williams, care Millington Lock-
woodBuffalo, N. Y.
Frank W. Bailey.....Boston, Mass.
Out West Printing & Stationery Co.,
Colorado Springs, Col.
Robert D. Patterson, care Buxton & Skin-
ner Stationery Co.....St. Louis, Mo.
Holder's Stationery Stores...Chicago, Ill.
Milwaukee Chair Co.....Chicago, Ill.
George C. Whittemore, care Thomas
Groom & Co., Inc.....Boston, Mass.
Geo. M. Cook, care Samuel C. Tatum
Co.....Cincinnati, Ohio.
Stationers' Loose Leaf Co., care H. C.
MillerMilwaukee, Wis.
Office AppliancesChicago, Ill.
L. SainbergNew York City.
W. E. Smith, care L. E. Waterman
Co.....Chicago, Ill.
W. C. Baade & Co.....Fort Wayne, Pa.
J. G. Elz, care Samuel Ward Co.,
Boston, Mass.
James Logan, care U. S. Envelope Co.,
Worcester, Mass.
Emerson W. Price Co.....Lima, O.
George B. Graff Co.....Boston, Mass.
William O. Day.....Springfield, Mass.
Whitcomb Envelope Co., Div.,
Worcester, Mass.
H. C. Henchey, care W. H. Will Enve-
lope Co., Div.....Worcester, Mass.
W. B. Sleigh, care Morgan Envelope Co.,
Div.Springfield, Mass.
B. L. Marble Chair Co....Bedford, Ohio.
The Safe-Cabinet Co.....Marietta, Ohio.

Floor-space costs a considerable part of your total running expenses. To waste floor-space is to waste the money at which it is valued. To make each square foot of floor-space sustain its share of the expense is a problem that demands deep thought and serious study. Clever arrangements of counters and shelves cost no more than slip-shod arrangements—yet the difference in the way of sales is remarkable.

POSTAL RATES

The Report of the So-Called Hughes Commission Is Made the Basis of a New Drastic Bill Now Before Congress—Provisions of Proposed Act.

ACCORDING to reports from Wash- ington, President Taft's Postal Commission, of which Supreme Court Justice Hughes and President Lowell of Harvard University are members, has drawn up for Congress a bill radically revising the second-class postage rates.

The bill provides that on and after July 1, 1912, the second-class postage rate shall be a flat rate of two cents a pound, or double the present rates on that class. Postmaster General Hitchcock originally advocated a four-cent-a-pound rate for second-class matter.

Second-class matter includes all printed newspapers and periodicals that appear at least four times a year; also certain periodicals of fraternal societies, scientific institutions and trade unions.

Other provisions of the proposed act are: PROVISIONS OF THE BILL.

Every publication to be entitled to the two-cent rate must have:

First—A bona-fide list of volunteer subscribers; that is, persons who subscribe either by themselves or through agents. These subscribers must pay not less than 50 per cent. of the advertised subscription price. Not more than one-quarter of the subscription list shall be composed of those who get gift copies, and gift copies do not count unless given by others than the publisher. Nor can there be included in the subscription list any subscriptions which are induced by the gift of a premium, prize or other extraneous inducement. No expired subscriptions count.

BAD FOR THE SERIAL WRITERS.

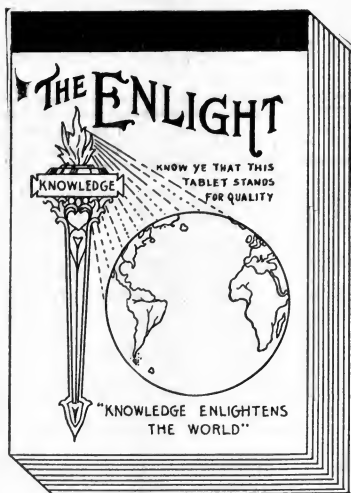
Second—Not more than 50 per cent. of the general text or reading matter shall consist of fiction.

(Continued on page 38.)

TABLETS FOR 1912

Those of the Osborn Paper Co., of Marion, Ind., Show Many High Grade Novelties Produced by Leading Artists.

The Osborn Paper Company, of Marion, Ind., has just completed an addition to its plant which gives it more factory and warehouse room. This enlargement became necessary through the steady in-



crease of the company's tablet business, which forced it to run night and day during most of the last year. The new equipment will allow the company to carry a large assortment of tablets in stock so that it will be able to make prompt shipments. Mr. Osborn thinks this is the only way to accomplish this result, because he says it necessitates delay in shipment for any factory to depend upon making stock tablets after receiving them on order from customers.

The company's 1912 tablet line is now complete and ready to offer to the trade.



The line is extensive and embraces a large assortment of tablets, composition books, note books, pads, correspondence paper and pencil tablets.

A few illustrations of a few of the com-

pany's new designs which they are including in the line are shown herewith.

The Flaxlawn series sells to the trade as a ten-cent article. The series is complete, as it is made up in the different sizes ruled and plain, and includes four distinct high grade writing papers: Osborn linen, Irish linen, wedding plate and fine bond. The Flaxlawn tablets are designed distinctly as a quality writing tablet series suitable for correspondence purposes.

The Royal School series is the company's biggest selling school line, and embraces some forty numbers. It is well known in school circles. This line of school tablets is one of the best on the market.

The new covers which the Osborn Paper Company shows in its 1912 line are attractive and are produced by the best artists in the country. Some of the covers embrace some novelty features which should appeal to the trade.

The line will be displayed by the company's traveling representatives after the first of the year in the different sections of the country.

Export Trade Convention

A convention of manufacturers and exporters of the country has been planned by the Commercial Museum of Philadelphia for December 12. A meeting in the afternoon will be followed by a dinner in the evening and the subject of export trade will be discussed. The call for the convention states that arrangements for speakers have been made with a view to getting "as much information as possible on the one subject which will be the keynote of the convention. 'Export trade—how to get it and how to keep it.'"

The convention is designed to bring together representatives of the leading export commission houses, resident buyers of foreign firms, men who are in this country temporarily for the purpose of purchasing American made goods for export, and manufacturers who have the goods to supply this demand. The original object of the meeting was to consider the export commission houses as factors in the foreign trade of the United States. It was found desirable to greatly extend the scope of the meeting and the subject will be discussed in its broadest relation to American interests.

Among the manufacturers who will be represented are those who believe that the export commission merchants are a material aid in the development of export trade, others who say that they regard the commission house in the light of a necessary evil, and a few who boldly express the belief that the commission houses are an absolute hindrance.

Save, but with moderation. Saving has been known to be dangerous to enterprise.

New A. W. Faber Representative

Hans F. Koeber, a new traveling representative of A. W. Faber, has arrived in this country from Stein, near Nuremberg, Germany, where he has spent several months becoming acquainted with the extensive line of high-grade goods manufactured by A. W. Faber.

Mr. Koeber will soon leave for Chicago and St. Louis in order to become acquainted with the stationery buyers in these two important cities before the first of the year.




On January 1 Mr. Koeber will leave for a trip to the Coast, which territory, in connection with the two above-mentioned cities, will be regularly visited by him.

The line of samples of high-grade pencils, penholders, rulers, slide rules, rubber bands and erasers carried by Mr. Koeber is certainly one of the most elaborate and extensive line ever displayed in the United States by any representative of a pencil house, and the trade in the West will all be invited to examine this beautiful display.

Not only will the pencils carried in stock by A. W. Faber, Newark, be shown, but a



large line of samples of goods to be sold for direct importation from the factories abroad will be included in this unusual display.



Crane's Ladies' Stationery.
 Of well-known Merit
 Yield a Profit to Dealer
 Sold by Booksellers
 — and Stationers
Z & W M CRANE
 Dalton Massachusetts USA

Our papers are also supplied by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

"INDEPENDENT"

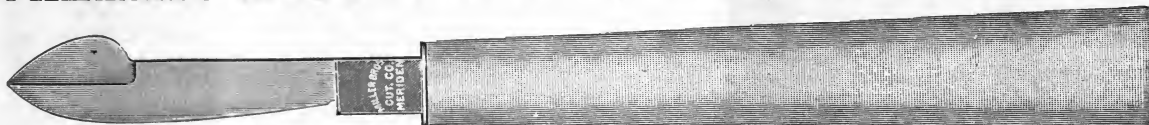
Unequaled for general writing, ruling and manifolding.



Something new in our Latest Catalog. Write for it and low trade discounts.

J. W. ULLRICH & CO. Manufacturers of Fountain and Stylo. Pens
27 Thames St., New York City

MILLER BROS.' INK ERASERS are the Standard



Made in different shapes and handles of all styles

For sale by all leading Jobbers and Commercial Stationers

OUR TYPEWRITER RIBBONS AND CARBON PAPERS

REPRESENT THE *VERY BEST* IN THE LINE OF THESE
COMMERCIAL NECESSITIES

YOU SHOULD NOT USE *LESS* THAN THE BEST TO MAINTAIN
MODERN EFFICIENCY

WE *LEAD* THE WORLD IN *OUR LINE* BECAUSE:

- WE FILL EVERY REQUIREMENT
- WE SUIT EVERY PURPOSE



MITTAG & VOLGER, Inc.

MANUFACTURERS FOR THE TRADE ONLY

Principal Office and Factories, PARK RIDGE, N. J., U. S. A.
BRANCHES

NEW YORK, N. Y., 261 Broadway CHICAGO, Ill., 205 W. Monroe St. LONDON, 7 and 8 Dyers Bldg., Holborn, E. C.

AGENCIES—In every part of the world; in every city of prominence.

HOLIDAY RUSH

Boston Stationers Are Now Doing As Much Business as They Generally Do During Christmas Week—News of the Trade.

New England Office, THE AMERICAN STATIONER, 127 Federal St., BOSTON, December 5, 1911.

BOSTON, Mass., December 5.—The holiday rush is on, and judging by the multitudes on the streets and in the stores one is given the impression that it is really a week before Christmas rather than three weeks before. About every merchant interviewed speaks with the most optimistic feeling of the volume of business that will be done during the coming weeks. Starting at an early period this year, the purchasing crowds have been increasing daily until the stores are practically taxed to the limit to take care of the present trade. If the present volume of trade increases in proportion to expectations during the next two weeks, those who neglect their shopping until the last moment will be disappointed to find the crush so great as to prohibit their making purchases.

TO FORM ENGRAVERS' ASSOCIATION.

The formation of an engravers' association is now practically an assured thing, as it is expected during the coming week that those who signified their intention of joining such an organization at a meeting held two weeks ago will get together and organize under the name of the Boston Association of Steel and Copper Plate Engravers. It is reported that Mr. Vose, of the Vose-Swain Engraving Co., will be elected the first president of the association.

CONKLIN PEN WINDOW DISPLAY.

The Conklin Pen Mfg. Co., through its representative in this section, Mr. Briggs, has arranged a very attractive display of its self-filling fountain pin in the window

of Hooper, Lewis & Co. The two automatic figures, one showing the filling of a fountain pen with a dropper and the other illustrating the operation of the Conklin self-filling pen, are attracting a large crowd to the windows of the Hopper, Lewis Co.'s store, who eagerly watch and study every movement of the two automations.

LAMOND RESIGNS AS TREASURER.

John D. Lamond has resigned as treasurer of the Boston Stationers' Association. The duties attending the coming annual meeting of the association required more time than it was possible for him to give on account of the increase in business career. Mr. Lamond has proved an efficient officer of the association, and it is trusted that he may be induced to accept a position in the directing of the affairs of the association which will not call for so much of his time.

Charles Gilfuss, for some time in the loose leaf department of Thorpe & Martin Co., has entered on his new duties as an employee of Hill, Smith & Co. There is so many of the former employees of the first concern now with Hill, Smith & Co. that entering the store of the latter one would think he was on Franklin street rather than on Milk street.

W. J. Chaplin, Boston manager for L. E. Waterman Co., leaves on Thursday for a short trip to Philadelphia, Washington and Baltimore, where he expects to make a further clean up in the requirements of the trade of these cities for his line.

BOWLING PRIZES.

At a meeting of the Boston Stationers' Bowling League, held yesterday, it was voted to award the following prizes at the end of the season. The shield and individual cups for the members of the winning team, a prize valued at ten dollars for the highest, and a five-dollar prize for

the second highest three-string total; a prize valued at six dollars for the highest and a four-dollar prize for the second highest individual string; a prize valued at fifteen dollars for the highest, a six-dollar prize for the second highest, and a four-dollar prize for the third highest individual average. There will be prizes for the members of the teams finishing second and third, but these are to be determined upon later.

THORPE & MARTIN'S WINDOW DISPLAY.

As usual, Thorpe & Martin Co. are taking advantage of the excellent opportunity offered by their windows for the display of merchandise. Its holiday display is especially notable on account of one of the windows being given up to a very attractive arrangement of papeteries, included among which and occupying the most conspicuous place in the display is the line "Stationery of a Gentleman," made by the Hampshire Paper Co., of South Hadley Falls, Mass.

LESSONS ON BUSINESS METHODS.

The Boston Young Men's Christian Union has been for some time conducting a school on practical business methods and salesmanship. The leading local concerns have loaned their entire office equipment, including employees, and given demonstrations of how their business was carried on. On Thursday evening, February 6, Thorpe & Martin Co. will reproduce their office on the school stage. They will not sell goods, but will have goods sold to them by the most expert salesmen representing the manufacturers of articles handled by stationers. This demonstration is going to be directed by Frank W. Baily.

A. A. TANYANE

When a man wants Sympathy, he can always find it under the "S" in the dictionary.

**FOR FINE CORRESPONDENCE AND GENERAL BUSINESS USES
WHITING'S PAPERS ARE STANDARD**

MAINTAINING A STANDARD

It is the distinctive higher grade of Wedding and Correspondence Papers and Papeteries that has established the prestige of Whiting Papers. A high standard of quality cannot be maintained by a low standard of prices. Ours is not a cut price line but we offer dependable stationery backed by a reputation which has enabled us to lead the trade for forty years.

Whiting Paper Company

New York, 148-150-152 Duane Street
Philadelphia, 725 Arch Street



Makers of High Grade Papers

Chicago, 209 South State Street

MILLS: HOLYOKE, MASS.

TOWER MANUFACTURING & NOVELTY CO.
306-308 BROADWAY NEW YORK CITY, N. Y.

WHOLESALE STATIONERS

THERMOMETERS

In Tin or Wood Bases, From 75c. Dozen Up

WE CARRY A COMPLETE LINE

WE SOLICIT YOUR PATRONAGE

ESTERBROOK'S STEEL PENS



Standard everywhere for nearly fifty years.

150 varieties in fine, medium and broad points.

SAMPLES AND PRICES TO THE TRADE ON APPLICATION.

WORKS, CAMDEN. N. J.

THE ESTERBROOK STEEL PEN MFG. CO.

95 John Street, New York

When In Doubt

BUY

SHAW'S

They will satisfy your customers, but particularly the particular kind.

Seventy-one years of successful business experience stand back of them

The J. G. Shaw Blank Book Co.

261 - 257 Canal Street

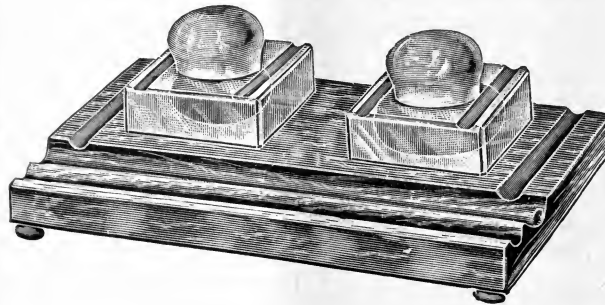
New York

1840



1911

STILL ANOTHER No. 432



DOME LIBRARY INK STAND

THE WEEKS-NUMAN COMPANY
The House Others Copy



39-41 Park Place New York City

BOOM!



The Best

U. S. TREASURY

Writing Inks

Mucilage and Paste

will draw the best line of customers to your store.

WM. A. DAVIS CO. BOSTON

MILES S. RICHMOND, TREAS.

STORES THROGGED

Chicago Stationers Have All They Can Do to Attend to the Customers Who Are All Shopping Early This Year.

Western Office, THE AMERICAN STATIONER, 431 So. Dearborn St., CHICAGO, Dec. 5, 1911.

Chicago stationers report a better trade the past week. The majority of stores were in fact throgged with customers and order clerks had all they could attend to in filling orders for office supplies and equipment. Holiday trade, which is commencing, is also adding to the volume of the regular business.

ANNUAL MEETING.

The regular monthly meeting of the executive members of the Chicago Stationers' Association will not be held for the reason that the members are busy and in addition the annual meeting of the association is to be held this month, of which notice thereof follows:

"The annual meeting of the Chicago Stationers' Association will be held at the German Room of the Grand Pacific Hotel, Thursday evening, December 14, at 6.15 p. m., sharp.

"Dinner (informal dress) will be served at the expense of the association promptly at the hour mentioned, at which all members are invited to be present, including one representative from each and every

firm or corporation, individual members, and the Chicago representatives of the trade press.

"At this meeting will be held the annual election of officers, and annual reports will be made by the president, secretary, treasurer and the chairman of the various standing committees.

"In addition to the important business to be transacted, some interesting entertainment features will be provided by the entertainment committee, of which William Rodiger is chairman.

"As it will be necessary for the secretary to arrange in advance with the hotel management for the number of guests to be served, kindly notify him on the enclosed card of your intention to be present as soon as possible, in order that suitable arrangements can be made.

"FLETCHER B. GIBBS, *President.*

"A. E. RIDDLE, *Secretary.*"

Ferdinand Kabus, of the Kabus Rubber Company, was in Chicago last week on his way to points farther west, and called on Chicago stationers while in the city. Mr. Kabus states that the new company is getting nicely started and has already secured an excellent line of business for the factory.

E. S. Babcox, advertising manager for the Yawman & Erbe Mfg. Co., of Rochester, N. Y., is billed to deliver an address before the Chicago Advertising Club on the evening of December 14. He will appear before the Milwaukee Advertising

Club on December 13, and on the 18th will address the St. Paul Advertising Club. The subject of the address will be "Systems for Advertising Men."

FIFTY TONS OF INK ARRIVE.

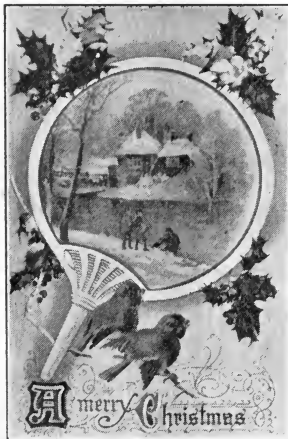
The entire Chicago force of the Carter's Ink Company are hustling to take care of a fifty-ton consignment of ink just coming in from the factory, comprising a few odd items necessary to complete their winter stock. To the layman fifty tons of ink would of itself seem to be sufficient to supply the middle West for some months, but the Carter people say this is simply the winding up of the shipments of a busy season.

RIEDEL GOES WITH KABUS RUBBER CO.

John A. Riedell, formerly Chicago manager for A. W. Faber, has left for the East to accept a position as an official of the Kabus Rubber Company. Mr. Riedell has many friends in Chicago, who will hope to see him return and remain in this city.

Arthur C. Statt, a member of the sales force of the Chicago office of the Eaton, Crane & Pike Co., having finished his duties on the road for the year, left for his home in Rochester, N. Y., last week, and will remain until after Christmas. A. F. Overstreet, of the same office, will spend the holidays in Indianapolis. Both gentlemen will proceed to the factory at Fitchburg, Mass., for their new samples before returning West after the first of the year.

(Continued on page 15.)



SPECIAL VALUE

Xmas Post Cards

100-DESIGNS-100

This line of New Xmas Post Cards has an exceptionally large variety of subjects, a combination of three (3) large factories all made by

American Artists, American Dies, American Cardboard, American Machinery

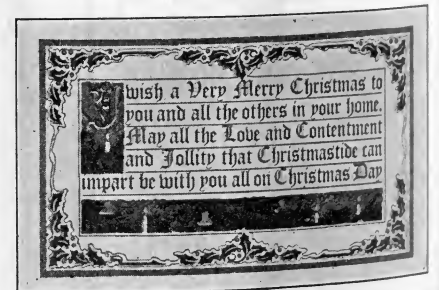
Trade Price, \$0.60 for 100, Assorted

" " 1.00 for 200, "
" " 2.25 for 500, "

By mail, 8 Cents for 100 Extra

Orders sent in *now* will be shipped promptly

THE AMERICAN NEWS COMPANY
9-15 PARK PLACE, (Post Card Department), NEW YORK



AN EFFECTIVE SOLUTION

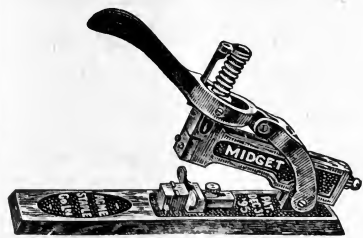
of the perplexing problem as to how to bind papers together *properly* is an

ACME FASTENER

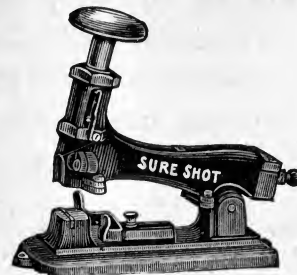
Every office has use for one or more—equally as good for ticketing samples as it is for binding light fabrics, papers, etc., together, in a word the BEST.

THE MORE ACME'S YOU SELL THE MORE PLEASSED CUSTOMERS YOU WILL HAVE

Made in Several Styles



PATENTED



PATENTED

ACME STAPLE CO., Limited, 112 N. 9th Street, CAMDEN, N. J.
ALL THE LEADING JOBBERS SELL THE "ACME LINE"



We are the Largest Manufacturers of Stationer's Tin Goods

in the United States. We always have a large stock on hand and are able to make prompt shipments on any sized order. Try us on your next order and we will surprise you—not only in prompt shipment but the quality and price of the goods.

SEND FOR CATALOG.

MERRIAM MANUFACTURING CO., Durham, Conn.



OSBORN TABLETS

MANUFACTURERS OF ROYAL SCHOOL LINE

OUR 1912 LINE IS NOW READY.

We offer an extensive line of Tablets, Compositions, Note Books, Pads, Correspondence Paper and Pencil Tablets.

Our papers and covers are the most attractive ever shown the trade. Independent of other factories we are offering Big Values and our enlarged factory facilities will enable us to render prompt service.

We invite you to investigate our line which our traveling representative will be glad to show you.

Address all inquiries and correspondence to factory.

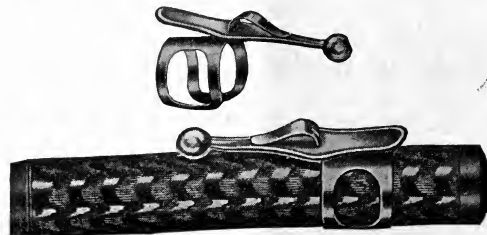
OSBORN PAPER CO., Marion, Ind.

New York Office, W. V. Darling Co., 369 Broadway. Chicago Office, Theo. H. Newbauer, 1420 Republic Bldg.

The FAULTLESS PEN and PENCIL HOLDER

ALL THAT THE NAME IMPLIES

A Holder that is neat and durable, and which will hold the pen or pencil securely within the pocket. It has the lever movement, making it easy to attach to the pocket.



Put up three dozen on a card in assorted sizes.

Sold by all leading jobbers.

L. D. VAN VALKENBURG, Manufacturer, Holyoke, Mass.

A TIMELY REMINDER

MARCUS WARD'S HOLLY ANNOUNCEMENT BLANKS offer a most appropriate medium for a Christmas announcement or invitation. The spray of holly in natural colors on the first page commands instant attention and enhances the value of the printed matter on the third page.

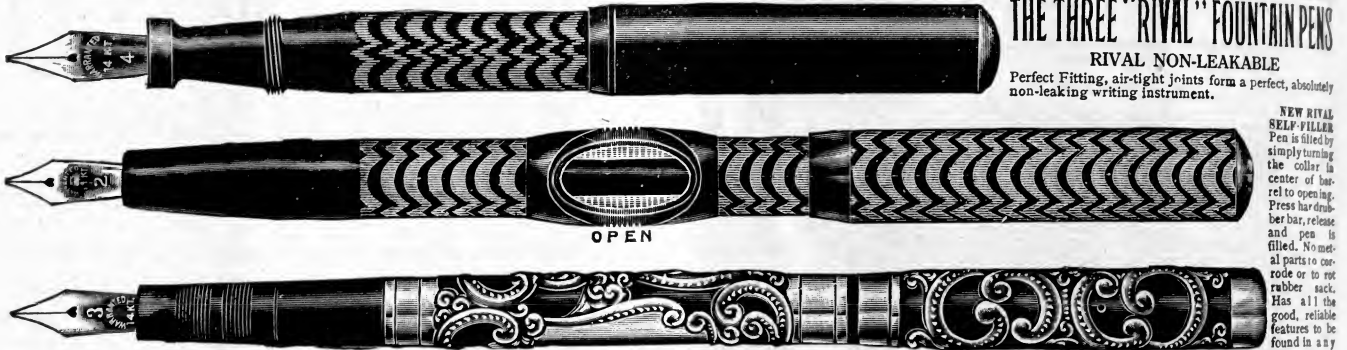
A Christmas circular sent out on a Holly Announcement blank has no waste basket circulation.

Two sizes, $6\frac{3}{8} \times 5$ and $5\frac{5}{8} \times 4\frac{1}{4}$ (folded). Envelopes to match put up in $\frac{1}{4}$ M boxes.

New York Salesroom
369 Broadway
Telephone 1763 Franklin

MARCUS WARD COMPANY
"Royal Irish Linen"

Factory and Office
116-124 Thirty-ninth Street
Brooklyn, N. Y.
Telephone 3804 Sunset



THE THREE "RIVAL" FOUNTAIN PENS

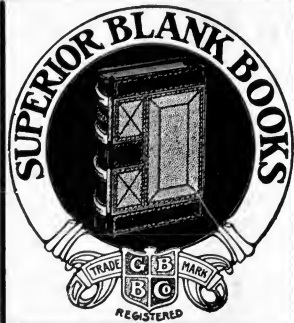
RIVAL NON-LEAKABLE
Perfect Fitting, air-tight joints form a perfect, absolutely non-leaking writing instrument.

NEW RIVAL SELF-FILLER
Pen is filled by simply turning the collar in center of barrel to open inlet. Press hard rubber bar, release and pen is filled. No metal parts to corrode or rot rubber sack. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

Made in three sizes No. 22, No. 23, No. 24. Plain, Chased and Gold Mounted. RIVAL No. 3 with Gold or Sterling Silver Filigree Mounting, for Holiday and Fine Trade.

Export trade solicited. Catalog Illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. We guarantee every pen.

D. W. BEAUMEL & CO., Office and Factory, 35 Ann St., NEW YORK



"SUPERIOR" BLANK BOOKS

There's as much difference in blank books as there is in any other line entering into a stationer's stock. Why should you pay more if you can secure BETTER VALUE from a line that is second to none in quality? That's our proposition. Don't sell your customer anything you have, but a blank book that is returnable if not as represented—the "SUPERIOR" kind.

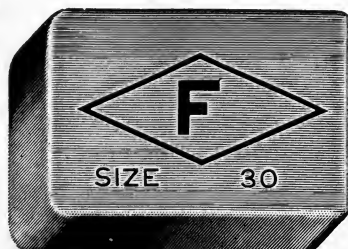
COMPLETE STOCK OF ALL RULINGS AND THICKNESSES ALWAYS ON HAND. A trial order will be convincing.

GRESHAM BLANK BOOK COMPANY, 316 HUDSON STREET, New York

Eberhard Faber F Red Pencil Rubber

A fine quality soft, red pencil rubber, the erasing properties of which are not excelled by any rubber.

No. 1025



Made in 5 sizes: 20, 30, 40, 60 and 80 to a box, in convenient oblong blocks.

Samples Sent on Request

Eberhard Faber - - - New York

TRADE ITEMS

As will be seen from the reports printed elsewhere in this issue retail stationers are unusually busy attending to their holiday trade which this year has started in earlier than ever before. This is, of course, due to the "shop early" agitation which has been taken up seriously by the public at large with the result that sales have been greatly increased for the first week of December. This early business added to the sales for the next two weeks will sure make December, 1911, a record-breaker in the retail stationery line. In this connection it might be stated that stationers throughout the country have this year, to a larger extent than ever before, rented extra space for the display of their holiday goods. As the retailer is now occupying the center of the stage it follows that the manufacturer and jobber have for the time being taken a back seat. Most of the travelers are now in off the road waiting for the time to come when the retailer can again listen to their story and look over their lines. In the jobbing trade there is this week considerable activity on reorders and in supplying nearby trade.

Many senders of Christmas greeting cards seem to have forgotten that Post Office ruling of a few years ago which put the ban on tinsel cards. Reports from various sections of the country this week tell of the confiscation of hundreds of such cards which should have been enclosed in an envelope with a two-cent stamp affixed.

A fire in basement of retail toy and notion store of Fredrich Hutzfeld, 1539-1541 South Jefferson avenue, St. Louis, Mo., which destroyed \$3,000 worth of Christmas toys and novelties, is attributed to overheated furnace.

G. B. Wright, of Tuscaloosa, Ala., whose toy and novelty store was burned out in October held his annual "Santa Claus" opening in new quarters last week.

"Everybody in Salt Lake City," says the Herald of that city, "knows the man in the moon. In this case the man in the moon is the man behind the counter in the establishment of the Moon Book and Stationery Company, at 328 Main street. He is the man who, according to those who appreciate book values, handles the most complete line of stationery, magazines, books, periodicals and office supplies to be had in this section of the State. The business conducted by the Moon Book and Stationery Company has been established more than fifteen years, the house being formerly known as the Salt Lake News Company. The president and manager of the company, Mr. J. F. Grant, is an enterprising and progressive business man, and patrons of this establishment are well treated and the store has grown to be the leader in its line in Salt Lake."

The Novelty and picture frame store of J. S. Leved, of 422 Front street, Fargo, N. D., was destroyed by fire last week. The loss, which is estimated at \$1,000, is covered by insurance.

The Purcell Envelope Company, of Hudson, N. Y., on Monday of this week, was awarded \$185,331 in a judgment by the Court of Claims against the United States Government for breach of contract in the furnishing of stamped envelopes and paper to the Post Office Department from 1898 to 1902.

By a happy chance the Blackwell-Welander Company escaped a fire loss in Omaha, Neb., last week when the A. I. Root building at Thirteenth and Howard streets, that city, burned down. The Blackwell-Welander Company had,

until a few days before the fire, a lot of stock for their holiday trade stocked in the building.

That which particularly pleases the jobbers is the fact that there is a pronounced tendency towards the higher-priced goods. There is not that insistence on the very lowest qualities and prices which there was a year ago. And the orders are of generous size as originals and already have been followed by reorders. There is every reason to believe that the 1911 season will be the best for a decade.

Articles of incorporation of the Albrecht Stationery Company, of Spokane, Wash., have been filed with the county auditor. The incorporators are William A. Albrecht, G. A. Raymer and Maude A. Albrecht. The capital stock is \$25,000. The company is planning to enlarge the scope of its business now conducted at 408 First avenue, that city.

In denying a contention raised by M. Wille and others the Board of United States General Appraisers at New York has decided that penwipers cannot be deemed "brushes" within the meaning of the tariff acts of 1897 and 1909. The penwipers have a metal base or stand in which a collection of bristles are fastened. The Collector classified the penwipers as being in chief value of metal, and exacted duty at the rate of 45 per cent. The importers alleged that the merchandise should be admitted as "brushes" at 40 per cent. on the value. This claim is overruled by Judge Fischer, and the Collector's decision affirmed.

J. C. Jackson, who formerly was in the stationery business in Sheridan, Wyo., has purchaser I. H. Dokken's stock in The Cataract Book and Stationery Company, of Sioux Falls, S. D., and fills the office formerly held by the former. The capital stock of this firm was increased from \$8,000 to \$15,000.

About Manufacturers Selling Goods at Retail

we have very decided opinions. We never have and will not sell to consumers direct, no matter what the quantity may be or what inducements may be offered. The house which looks to the retail trade for support and loyalty is making a poor bid for patronage, we hold, and poor return for the enjoyment of same by invading the dealer's own territory, and cutting into his trade. The loyal support of the retailer is deserving of loyalty and co-operation on the part of the manufacturer—reciprocity in short.

Can you rightly afford, Mr. Dealer, in deciding which is the line for you to handle, not to consider such a vital question, and one so directly concerning your business? Always remember that you can depend on it that your customers cannot buy Hurd's Fine Stationery except through a legitimate dealer.

We are daily filling many orders for holiday boxes. We shall be glad to take care of carte blanche orders and will ship them without delay.

HURD'S
FINE STATIONERY

GEORGE B. HURD & CO.

Fine Paper Makers

425 and 427 Broome Street, New York, U. S. A.

**WE MAKE THE
BEST THAT CAN BE
MADE AND SELL
TO DEALERS ONLY**

The Kabus Rubber Company, 44-60 East 23rd street, New York City, is announcing in an advertisement on page 15 of this paper its brand of "Kosmos" rubber bands which are said to be made of extra selected and seasoned Beni Bolivian fine Pará rubber. These rubber bands are being put up in pound, quarter pound and ounces and in paper boxes of best material with an attractive label. The bands are guaranteed to last five years and the trade is invited to write for samples and prices.

On the night of Friday, November 24, a very disastrous fire visited the printing, binding, lithographing and engraving plant of Roberts & Son, in Birmingham, Ala., the largest plant of its kind in the State. The fire seems to have originated in a furniture store on a floor adjacent to that portion of the building occupied by Roberts & Son, and practically destroyed the entire building, the plant and equipment of Roberts & Son being a complete loss. Mr. Ewing, president of the company, immediately announced in Saturday morning's papers that business would be continued, and arrangements were made by leasing other plants, and also by working a portion of Roberts & Son's employee's in these other concerns, both in Birmingham and elsewhere, for the handling of all orders which Roberts & Son had in the house for customers, and taking care of all new business with their

usual promptness and courtesy. Practically every printing and binding establishment in Birmingham tendered the entire facilities of their plant to Roberts & Son in this emergency, and fully three dozen letters and telegrams were received from other plants all over the country, tendering their co-operation in the handling of all orders, for which President Ewing desires to extend his most heartfelt thanks and sincerest appreciation. Additional equipment has already been ordered, and "The Big Alabama House," for as such is Roberts & Son known throughout its territory, will open up soon, bigger and better than ever before.

The New York Stamp and Stencil Club, of New York City, will hold its first annual dinner at Mouquin's restaurant, 149 Fulton street, that city, at 6:30 o'clock, on the evening of December 19. According to the printed announcement of the dinner, "an elaborate spread will be served, followed by good speakers and music." Alfred Levy, chairman, and Wm. H. Joseph are the Dinner Committee.

There will arrive in New York on Sunday, December 10, what is known as the "Western Governors' Special" train, carrying the Governors of at least ten Western States, and the purpose for all of which is to bring the Panama-Pacific International Exposition forcibly to the attention of the East. The train will carry exhibit cars, showing the products and manufactures of the West. The Governors will deliver ad-

resses in that city. The trade is invited and requested to help to make this visit and commendable undertaking a success, in helping to receive the Governors upon their arrival, as per newspaper notices of the time, by an inspection of the exhibits and making the visit further known to your friends and business associates. The Stationers Board of Trade, of New York City, is asking the trade of that city to cooperate in making the visit a successful affair.

On his recent Chicago visit Charles Cooke, the widely known representative of the Whiting Paper Company, who recently became a part owner of the Des Arts Publishing Company, Boston, received many congratulations and words of encouragement.

B. W. Sebal, buyer for the Baltimore Bargain House, was in Chicago during the week arranging some special deals.

DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET
NEW YORK



HELPING BUILD UP EVERY STATIONERS' BUSINESS

This we are doing by our extensive advertising campaign in the leading magazines, whereby we are sending buyers for our leading line of papeteries to every stationer.

Received calls for this attractive line. You should have some

WARDWOVE WRITING PAPER

Probably you have already re-trade building—trade holding in stock.

Drop a line to our nearest branch, and samples will be shown at your pleasure.

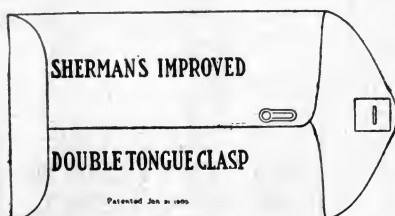
WARD'S

SAMUEL WARD COMPANY
57-63 FRANKLIN STREET

BOSTON

New York—621 Broadway. Chicago—35 So. Dearborn St. San Francisco—833 Market St.

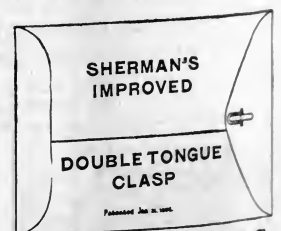
REMEMBER: "If we didn't know our goods were good enough for everybody we should not ask you to buy them."



Sherman's New Envelope

Also Manufacturers of all Kinds and Sizes of
ENVELOPES, Lithographed, Printed or Plain

Our Envelopes are made from Standard Grades and Weights of Paper. Also Sherman's Improved Double Tongue Metal Clasp Envelope and the Sherman Sinographic Envelope. Send for Samples and Prices of Sherman's Improved Double Tongue Clasp



SHERMAN ENVELOPE CO.,

WORCESTER, MASS.

OBITUARY

JAMES T. HAYDEN.

James T. Hayden, of 309 Forest avenue, Oak Park, Chicago, Ill., whose father received medals from the government for manufacturing the first steel pens and buttons, died last Monday. He was born at Haydensville, Mass., in 1842, and went to Chicago twenty years ago. In the civil war he was adjutant in the Thirty-first Ohio Volunteers. A widow, two sons and a daughter survive him. Funeral services were held in the room in which Mr. Hayden was born at Haydensville.

JESSE B. FERRIS.

Jesse B. Ferris, for twenty-six years with the United States Playing Card Company, died at his home, 1199 Park avenue, New York City, last Thursday, November 30. For twenty or more years Mr. Ferris visited the trade in the Middle West and was widely known in that section of the country. A little over three years ago he came to New York from St. Louis and became attached to the New York office of the United States Playing Card Company as its special representative. Prior to his connection with the Playing Card Company he was employed by the Cincinnati News Company, of Cincinnati, Ohio. Besides being a high Mason and a prominent Elk, he was a good fellow all through, and his

pleasing manner made for him many friends. Mr. Ferris was a man whose age was somewhere in the fifties. He leaves a widow, having been married eight weeks ago in St. Louis.

AKIN HILLER VAIL.

Akin Hiller Vail, sixty-seven years old, president of Sanborn, Vail & Co., wholesale stationers of San Francisco, died at his residence in San Anselmo, that State, from appendicitis, on Sunday of last week. He had been sick three months and had recently undergone an operation.

Since 1869, when he founded the house of Sanborn, Vail & Co., Vail had been in business in San Francisco. He came to California in 1864 from New York, where he was born November 21, 1844. He was prominent in the business life of San Francisco, and before his illness worked hard on the first tentative efforts to obtain the Panama-Pacific International Exposition for that city. Besides his San Francisco store the concern has a large establishment in Los Angeles.

Vail was a member of the Bohemian and Union League Clubs of San Francisco. He was also a Mason, a Knight Templar and Shriner, and belonged to a number of other fraternal organizations.

A widow, Mrs. Harriet M. Vail, and two sons, both of whom were associated with him in business, survive.

The funeral was held at 11 o'clock on Tuesday, from St. John's Episcopal Church at Ross, Cal. Burial was private.

STORES THROGGED

(Continued from page 8.)

WINDOW DISPLAY OF PAPETERIE.

S. W. Childs & Co. have a large portion of their show case room devoted to a display of Christmas box stationery from the lines of Eaton, Crane & Pike, Hurd, and Whiting. In addition they have a complete display of suitable gifts in leather goods, desk and table articles for the home and office.

The Burr-Vack Co. find that the enlargement of their store, which doubles their space, has resulted in a heavy increase in business, and are of the opinion that branching out is quite the thing in business.

One of the windows in A. C. McClury & Co.'s retail store has a novel display advertising a boy's book, "Handicraft for Handy Boys." It is a transverse section of a boy's workshop, showing a model at work with a plane, and articles for a boy's shop discernible on the shelves.

T. K. Brownell, of T. K. Brownell & Co., is scheduled to arrive here on the 13th.

O. A. Wilkinson, of the Globe Wernicke Co., Cincinnati, arrived in the city yesterday and was busily engaged with the trade soon thereafter.

THOMPSON.

ESSENTIALS OF FINE STATIONERY

CRANE'S KID FINISH

The holiday season, with its round of social activities, brings with it many demands for invitation stationery.

To produce the best results from the engraved plate use CRANE'S.

CRANE'S LINEN LAWN

The peer of all fabric finished writing papers. None equal its excellence—many try to imitate it.

For Christmas Gifts and holiday acknowledgments it is always correct.

CRANE'S CALLINGCARDS

Quality—Correct Shade of White—the beautiful Satin Finish are essentials not to be overlooked.

Critical users will want the best.

There is none better than CRANE'S.

The demand for Holiday Gift Boxes of Crane's Linen Lawn is far greater than expected. Repeat orders should be placed early. ::

Eaton, Crane & Pike Company

PITTSFIELD, MASS.

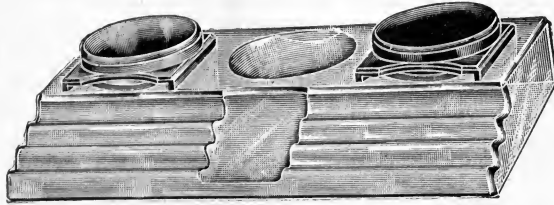
New York Office, Brunswick Building, 225 Fifth Ave.



Novelties for the Trade

SLIDING INKSTAND

The cut herewith shows for the first time in these columns the No. 170 Paragon Slid-



ing Inkstand made by the Frank A. Weeks Manufacturing Company, 93 John street, New York. This inkstand has red and black sliding covers and a large pin cup in center with grooves for three pens. It is made of pressed glass and finished in an attractive manner, retailing for \$1. The trade is invited to write to the manufacturers for discounts.

BRIEF CASES AND PORTFOLIOS

The Weeks-Numan Company, 39 Park Place, New York, is showing a line of lawyer's brief cases and portfolios, an illustration of which is given herewith. These are made in cowhide, hare, seal or dope; also in fine seal grain or special order. They are fitted with a nickel-plated lock and measure 10 x 15 inches. Nos. 101-2-3-4 have 1, 2, 3 and 4 pockets, respectively, with two straps in front, while Nos. 105 and 106 contain 5 and 6 pockets, respectively, with straps around the entire case. The com-



pany will be pleased to quote prices and discounts to the trade, and all interested are invited to write for same.

GEM SUPERBA

An artistic Calendar for 1912 that, in addition to its usefulness, is an ornament on any desk is known as the Gem Superba, a picture of which is reproduced herewith. As can be seen from the illustration the calendar lives up to its name in beauty; it serves also as a con-



stant reminder of the giver. The Gem has a double flat writing surface, thus affording space for the records of past as well as future events. It is strongly made, having braces and arches of finished brushed brass. It has a spacious pad with green leather cover lettered in gold. As can be seen from the illustration the Gem Superbas come packed in a fancy box covered with beautiful poinsettia flowers. Because of the serviceable character of the stand this will last for years, new pads and covers being supplied by the makers for succeeding years. As a holiday seller there are few gifts that can compare with this calendar. It is made by The Samuel C. Tatum Company, of Cincinnati, and which concern will gladly furnish further information in regard to it.



CARBON PAPER RESULTS

You judge your men not by promises, but by results. The man who produces the best results is the man who you encourage. Our Carbon Papers produce results—the great majority of consumers who buy them once come for more. The result is that our customers sell more and more "M. S." Carbon Paper, and they have made us the largest manufacturers of Carbon Paper in the world.

Manifold Supplies Co.

A. L. FOSTER, Pres. O. G. DITMARS, Vice-Pres.

180 THIRD AVENUE
BROOKLYN, N. Y., U. S. A.

RUBBER BANDS

Before placing your orders for Rubber Bands write us for samples and quotations of our

“KOSMOS”

PURE FINE PARA RUBBER BANDS

made of extra selected and seasoned Beni Bolivian Fine Para Rubber.

Put up in the best quality paper boxes with an attractive label.

GUARANTEED FOR FIVE YEARS

KABUS RUBBER COMPANY

44-60 East 23rd Street

- - - NEW YORK

GOOD IN CANADA

The Dominion Stationers Expect to Do a Very Large Holiday Business—A Feeling of Buoyancy from Coast to Coast.

(From Our Regular Correspondent.)

TORONTO, November 27, 1911.—“All ready for the Christmas trade,” is the slogan of the stationers and fancy goods dealers in the Dominion. There is every expectation that holiday business will be exceptionally good this year, as there is a decided feeling of buoyancy from coast to coast. Toronto wholesale houses pronounce conditions satisfactory and there is much activity apparent in getting out late orders.

The private greeting card business has been larger than ever this year. As the bulk of the sales are made by English manufacturers of cards and orders are filled from their British factories, it is possible to estimate the success of the season already. The last orders are being despatched this week. This business is all velvet to the retail stationer, for he does not require to carry stock or assume any risk. He is supplied with a sample book, takes orders either at his store or through a canvasser, despatches them through the Canadian agent in Montreal or Toronto and delivers the goods on their receipt. For this work he usually receives a forty per cent. discount. The number of firms selling this way is considerable and includes E. W. Savory, Raphael Tuck & Sons, Bevin Bros., Hills & Lyrrell, Bartholomew Bros., etc.

Canadian stationers seem to be doing more and more advertising each year and they are also adopting selling schemes more freely than before. There is a marked improvement in the appearance of the stores, which reflects the growing prosperity of the trade.

TO ARBITRATE DIFFERENCES.

The Retail Stationers' Association of Winnipeg has taken a somewhat unique and progressive step in asking the local printers' board of trade to allow their secretary to act as a board of arbitration of one in settling disputes arising in the Stationers' Association. H. L. Willson, manager of the Willson Stationery Co., Winnipeg, was present at last month's luncheon of the Board of Trade, and asked for the privilege. He cited the case of another merchant and himself selling staple articles at different prices, and stated that such a matter could be arbitrated by the manager of the board very satisfactorily, as he was necessarily versed in such problems. He intimated that all the members of the association would be willing to abide by the ruling of the board manager. It was unanimously decided to extend the privilege to the Stationers' Association.

A disastrous fire wiped out the book and stationery business of T. N. Hibben & Co., Victoria, B. C., on November 11. It is

rather curious to note that every business of a similar nature in Victoria has suffered the same calamity within the past year. The Hibben Co. were one of the oldest houses on the Pacific coast and carried a large stock.

Lou Connolly, of J. L. Connolly & Co., stationers, Halifax, N. S., has been on a pleasure trip to British Columbia recently and passed through Toronto on his return journey this week. The Connolly Co. have one of the finest book and stationery establishments in Eastern Canada.

The death occurred within the past few weeks of “Don” Root, who covered Western Canada from Calgary to the Coast for the Copp, Clark Co., Toronto. He died at Kelowna, B. C., from an attack of pneumonia. He was well known to the Canadian trade, having represented the Copp, Clark Co. on the road for twelve years. His territory is being covered temporarily by Mr. Graham, of the same firm.

NOTED IN CANADIAN CENTERS.

Irving P. Favor, of the L. C. Hardtmuth Co., was a trade visitor in Toronto recently. He had not visited Canada for some years, and was naturally interested in recent developments here.

Another American visitor who called on the wholesale trade in Toronto recently was Mr. New, of the Eyle Pencil Co.

A. N. Davidson, of C. M. Higgins & Sons, was noted in Montreal trade circles during November.

A. P. Reed, manager and buyer for the stationery department of the Copp, Clark Co., Toronto, purposes visiting New York and other American centers in a few days.

Another Canadian stationer who will be in New York and Philadelphia soon is A. Roy McDougall, who is one of the leading manufacturers' agents on this side the line.

NEW STORES OPENED.

The Ware Stationery Co. have opened their new store in Moose Jaw, Sask. They have a very attractive place and should do good business.

W. J. Jones has opened a stationery store in Parry Sound, Ont.

William Tyrrell & Co. have now got their branch store at the corner of Bloor and Yonge streets, Toronto, in operation, and it is proving of service to up-town shoppers. This firm specializes in high grade art lines and society stationery.

The Quebec store of the Cambridge Corporation, Montreal, has been sold to T. J. Brophy, its manager, and will be conducted by him on progressive lines.

The stationery store on College street, Toronto, run for some years by Mrs. Burrill, has changed hands, having been purchased by Miss Congalton, buyer for H. Cook & Co., Orillia.

OFFICE STATIONERY TRADE.

It is reported that Grand & Toy, Toronto, who do one of the largest office stationery businesses in Canada, will erect new prem-

ises on Bay street, Toronto. They are at present located on Wellington street, Toronto.

The Commercial Envelope and Box Co., Binghamton, N. Y., are said to be negotiating with the civic authorities of Kingston, Ont., for the erection there of a Canadian plant.

The stationery trade in Canada has been somewhat slow in taking up the office supply business, with the result that city houses selling direct to the consumer have been cutting in pretty badly on their territory. However, this is being remedied to a considerable degree, as local retailers come to a realization of the advantages of getting after this trade. The manufacturers, too, are helping by trying to induce the retailers to take up local agencies for their product. Hitherto the combination of books and stationery has been the usual thing in Canada, but the tendency now, in the larger centers at least, is to divide, and there are book stores handling society stationery and magazines, and stationery stores making a specialty of office furniture and supplies.

PUBLISHING BUSINESS GROWING.

Coincident with the advance in stationery lines, there is also a development in books. A new publishing house has just been established in Toronto, that of Bell & Cockburn, Melinda street. Mr. W. C. Bell, head of the firm, was for many years on the traveling staff of the Copp, Clark Co., and more recently with the Musson Book Co. He is highly regarded throughout the book and stationery trade.

Arthur Spurgeon, J. P., managing director of Cassell & Co., London, England, was in Toronto on a flying visit to the Canadian branch last week.

C. J. Musson, president of the Musson Book Co., Toronto, a concern which also specializes in cards and calendars, has just returned from his annual buying trip to British markets.

William Copp, of the Copp, Clark Co., is at present buying for his firm in London, Edinburgh and Glasgow. W. A. C.

Thirty Years a Subscriber

Mr. Geo. W. Green, of Newburgh, N. Y., in renewing his subscription to THE AMERICAN STATIONER this week, writes: “Gentlemen: This must be some thirty-eight years I have been doing this trick regularly every year. I am now seventy-one years old and have been in business here forty-one years. Still active and as fresh as a boy of twenty-one. Hoping to have a chance to continue reading your valuable journal for a few years yet, I am, very truly yours.”

Mail Carrier Putnam, of South Bend, Ind., received 18 souvenir postcards in today's mail, which brings his collection up to 13,000, of which 600 are foreign cards. It is probably one of the largest private post card collections in existence and is the result of years of collecting.



"SWAN SAFETY"

The Fountpen of Quality—Absolutely Non-Leakable

THE PEN THAT WILL HELP TO

INCREASE YOUR HOLIDAY PROFITS

The pen that is easily distinguishable through its excellence of workmanship and characteristic ease of action when in use. The pen that will satisfy and make writing a pleasure.

Prices, \$2.50 Up. Liberal Discounts

Late and repeat orders given prompt attention

Electros and Window Display
Material Sent on Request

Attractive Boxes
for Holiday Trade

Imprinted Xmas Circulars
Supplied to Every Dealer

MABIE, TODD & CO. **M** 17 Maiden Lane, New York

Established 1843



209 S. State Street, Chicago, Ill. 124 York Street, Toronto, Ont.



WRITE US FOR SAMPLES OF KEITH'S WRITING PAPERS

The line suits the discriminating woman. Such women make the best customers a stationery store can have.

This is one of the letters we have received:

New Bedford, Mass.

AMERICAN PAPETERIE COMPANY,
Albany, N. Y.

Dear Sirs:

I take this opportunity to acknowledge the receipt of the box of sample paper. I thank you very much for same.

I find that it is of excellent quality, especially being pleased with the six different tints. They are very delicate shades and do not abuse the eye as one writes upon them. I mean by that, that they are not too "loud."

I assure you that I shall look for the name KEITH when I buy my next supply of writing paper.

Yours sincerely,

This paper is widely advertised in the *Saturday Evening Post*. Write us for samples. When you stock KEITH PAPER you will take advantage of our wide advertising in the *Saturday Evening Post*.

AMERICAN PAPETERIE COMPANY

ALBANY, N. Y.

QUINCY, ILL.

PERSONALS

R. R. Spencer, of the Spencer Stationery Company, of Chester, Va., was among the visitors to the New York market this week.

Ferdinand Kabus, president of the Kabus Rubber Company, New York City, has been calling on the trade in Chicago. This week he will visit the trade in Milwaukee, St. Paul, Minneapolis and Winnipeg, Manitoba, going from there to St. Louis.

N. E. Pogosse, representing the Pomeroy Ink Company, of Newark, N. J., and who has just returned from a trip through the Middle West, was calling on the trade in New York City and vicinity this week. He had a very successful trip West and added a number of new accounts for the Pomeroy products.

R. C. Mackie, Eastern representative for the Samuel C. Tatum Company, Cincinnati, Ohio, visited the trade in Philadelphia and Baltimore this week. Mr. Mackie has been away from his office in New York, which is at 180 Fulton street, for the past three months owing to illness, but his many friends in the trade will be glad to know that he feels much better and is able to take up his duties once more.

Save Paper in Envelopes

Why is it that letters you get from friends in France and Germany come

in double envelopes, sometimes with a blue outside and a purple inner one? Is it because the foreigner demands something a little fancier than we seek at home?

"Not at all," says W. J. Berkowitz, president of the Berkowitz Envelope Company, of Kansas City, Mo., which turns out a million envelopes a day in Kansas City. "The reason is that the citizens of Germany where most of the envelopes are made are conservationists. The German double envelope is only half as heavy as the American envelope of equal size. The paper is very thin. Two envelopes are used to make the paper opaque. And this thin, light paper is used primarily to cut down the cost of postage. It's a clever and attractive envelope, too. But there isn't a demand for it here yet. If there should be we'll have to get the German-made machine that manufactures the double envelope and make them here."

Holly Announcement Blanks

An appropriate and striking medium for a Christmas circular or invitation is offered by Marcus Ward Company in their holly cut-out announcement blanks. These consist of a sheet, on the first page of which is a spray of holly, actual size and printed in natural colors. The spray is cut out so that it partially covers the printing on the

third page. When the announcement is taken out of its envelope and opened the spray of holly is disclosed to view and looks so natural that one might readily fancy that a real spray of holly had been enclosed.

Marcus Ward Company has had a large sale for its Floral Announcements, but the holly one is particularly suited for use at this season. Samples and prices can be obtained from Marcus Ward Company, 116-124 Thirty-ninth street, Brooklyn, N. Y., or can be seen at its New York salesroom, 369 Broadway.

The Stork Beats Santa's Reindeers

George X. Hickerson, of the Trussell Mfg. Co., 108 Fulton street, New York, received his Xmas present four weeks ahead of time. It was a family affair, and a boy at that. The event took place at the Hickerson household on November 26, and both mother and father of the newcomer say that he is of the *Gilt Edge* kind.

When writing ordinary advertising copy the object of the writer is to say something, or use an illustration, which will arrest the attention, then tell his story in a manner which will hold interest, and say things in the advertisement which will arouse the buying instinct and cause the name or trade-mark of the advertiser to be remembered.

"THE HOME OF THE HIGHEST GRADE LINE OF RUBBER GOODS MADE"

RUBBER



BANDS

You cannot afford to stock up on rubber bands without first dropping us a line and getting our prices and samples. Any rubber product bearing the trade mark "Davol" is the standard by which rubber products are judged, and you certainly desire the best. Our products bear our absolute guarantee.

DAVOL RUBBER COMPANY, Providence, R. I.

ECONOMY

The dollars and cents wasted in excess postage cannot be estimated where a postal scale is not used or where one is used that is not reliable.

It is a question of ECONOMY. The Pelouze Postal Scales will soon pay for themselves in stamps saved.

They are made in several styles, especially adapted for the large business house, office, store and home. They not only give the cost of postage in cents on all classes of mail matter but also give exact weight by half ounces.

There is no economy in a cheap postal scale. Those that sell for less are worth less. Inquire of your Stationer or Hardware Dealer.

SEND FOR CATALOGUE OF POSTAL SCALES

National 4 lbs.
Union 2½ lbs.
Columbian ... 2 lbs.
Star 1 lb.
Crescent 1 lb.



Mail and Exp. 16 lbs.
Commercial .12 lbs.
U. S. 4 lbs.
Victor 1½ lbs.

PELOUZE SCALE & MANUFACTURING CO., 232-242 East Ohio St., CHICAGO

C. S. & R. B. CO.'S NEW YORK BRANCH OPENS JANUARY 1st

We announce the opening, on January 1st, of our New York branch and stock room at 123 William Street, New York City. The location of this office, in the heart of the printing and stationery district, will enable us to make prompt delivery of rush orders to our many customers in Greater New York.

The New York branch will also be a supply depot for our stock goods for other points in the United States and Canada which can be more conveniently reached from New York than from Chicago. Combined freight shipments will be made up for Boston, Philadelphia, Baltimore, Washington, Buffalo, Toronto, Montreal and other cities at frequent intervals. Orders for special goods will leave New York for the factory daily by Twentieth Century limited, be made up under right of way order and shipped by fast freight to New York, where they will be distributed by express or freight as ordered. A complete line of metals, binders, sheets and indexes as shown in the catalog of the

The DeLuxe Line

will be carried in stock and, as these goods represent the cream of our product, we urgently recommend the De Luxe Line to you, thereby assuring you of prompt delivery from the New York branch of all stock orders.

SPECIAL SECTIONAL POST METALS

The New York branch will be equipped with machinery for making special Peerless Metals with rubber ends and will be in a position to make delivery of any size and gauge in these metals the day your order is received.

We take this means of thanking you for the splendid support given us in the past and sincerely hope the establishment of the New York branch will be a source of additional profit to you as well as a great convenience in getting De Luxe Goods more quickly.

C. S. & R. B. CO., Inc.

SACRAMENTO and CARROLL AVES.
CHICAGO, ILL.

THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

Stationery and Fancy Goods Trades

PUBLISHED EVERY SATURDAY

BY THE

LOCKWOOD TRADE JOURNAL COMPANY

150 Nassau Street, New York.

C. H. JONES, President. L. E. JONES, Secretary.
G. W. JONES, Treasurer.

Entered at New York Post Office as second class mail matter

TERMS OF SUBSCRIPTION

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Three Months.....	.50
Canada and Foreign Countries per year.....	3.60

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Western Publication Office—431 South Dearborn Street, Chicago.

New England Office—127 Federal Street, Boston.

London Office—S. C. PHILLIPS & Co., 47 Cannon St.

THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.

The American-Hawaiian Paper and Supply Company, Honolulu, writes: "Your publications are essential to our business. We are over 5,000 miles from the market, still they keep us in touch with matters."

GOVERNMENT REGULATION RUN RIOT

The postal law recommended by the Hughes Commission is indeed government regulation and censorship run riot, and publishers who pinned their faith to this august body have had their idols or expectations rudely smashed by the reports, which would carry out to the limit the extreme demands of Postmaster General Hitchcock. It is inconceivable that a body of men headed by a justice of the Supreme Court of the United States could father such a proposition as contained therein.

If enacted it would quickly bankrupt 50 per cent. of the legitimate publications in the country and reduce one-half of the remainder to a non-profitable basis.

This bill not only proposes to double the existing rate of postage on second-class matter, but puts other extraordinary exactions on publishers such as would increase their printing bills by 25 per cent. and add enormously to their expenses in other ways.

It would create a censorship and government control never dreamed of by any absolute monarchy. It is an absurdity almost impossible of enforcement.

Aside from its absurdity, the proposition regulating the percentage of advertising to reading matter would require for its enforcement an army of government inspectors. It would demand, for instance, the presence of an inspector nightly in the office of every daily newspaper (unless their mails were held up) to determine whether or not each issue of those papers would be carried as second-class matter. As the World aptly says, a law could not be better framed if the proposition is to throw the newspaper and periodical publishing business into ceaseless confusion, and no publisher could ever know until he has gone to press where he stands in relation to the postal charge. An inch under or over 50 per cent. of reading matter or advertising might mean thousands of dollars won or lost in its apportionment of a government privilege. The World terms it "government by tape measure." We would say *editing* by tape measure. If a publication happened to be long on advertising for one issue, in order to gain the pound-rate privilege the editor would have to dump in reading matter by the foot or yard regardless of quality or merits.

This suggested bill proposes to double the present postage rates for all periodicals which appear at least four times a year, including periodicals of fraternal societies, scientific institutions and trade unions.

Not more than 50 per cent. of the space in any publication may be devoted to advertising, and not more than 50 per cent. of the reading matter shall consist of fiction. But who shall determine what is fiction and what is not?

After setting forth a number of prohibitions as to premiums and regulations as to prices to be charged subscribers or such like rules, it asserts that no expired subscriptions may be counted. Accordingly, if the most responsible, substantial and reputable business concerns in the land, which have been on our subscription list for a quarter of a century, do not pay immediately in advance, they are not legitimate subscribers. If they be rated at \$10,000,000 with A1 credit the publisher would not be permitted to extend them a week's time for a dollar or two.

No advertisement may be printed on paper other than that on which the text of

the publication is printed. It contains like extreme regulations and prohibitions as to supplements to be enclosed with a publication.

Our belief is that its own unreasonable extremes and absurdities will kill it when it comes before Congress.

For one thing, all the daily and weekly newspapers will be arrayed against it, as they are included in its exactions. They are now getting a dose of what has been served up *ad nauseam* to the legitimate trade papers and magazines for the past five years. While the daily and weekly newspapers have been indifferent, inasmuch as they were not affected, they will now no doubt be aroused from their lethargy and dog-in-the-manger policy, since their time has come.

ROUNDABOUTS

BY THE TRADE LOUNGER.

The modern craze for indexing systems is responsible for many sins which are chargeable, in part at least, to the enthusiasm of the men who sell such goods.

"Run a card index and be sure of salvation" has been their cry for so long that the public has come to believe them.

"Better be dead than go along in the old way," say the army of card index fiends that invent a new system of cross references every day. The trade knows these fellows very well.

But if the preachers of the New Gospel of System only knew to what evil uses their beautifully ruled cards are put they would let up a bit on the saving grace of their new religion.

An instance in point came to the attention of The Lounger this week.

In an up-town office, where "promises to pay" is the only currency available, an honest-faced young man acts as buffer between the officials of the concern and the callers who are trying to collect on the "promises made and received."

Having got brain fag trying to remember the lies he had already told, this systematic young man, who had accepted salvation at the hands of the card index evangelists, put his new faith to the test. Instead of taxing his own head with the details of his Baron Munchausen romances, this bright young man said to himself, "Let George Do It"—and George did.

That night he went to the Y. M. C. A. rooms and thought deeply. By the next morning he had condensed the Life of Ananias into four brief sentences. These he had typewritten and placed on a card. He then made a card for each one of the concern's creditors. The Numbers 1, 2, 3, 4, which corresponded to the Ananias sections referred to, were conspicuous on one side of these cards.

(Continued on page 26.)

POWER OF ATTORNEY

It Amounts to the Appointing of an Agent—Business Men Should Learn What They Involve—Powers Defined.

By ELTON J. BUCKLEY.
Copyright 1911.

Powers of attorney, or as they are sometimes called, warrants or letters of attorney, are given every day between business men, with but a crude idea of what they mean or what they involve.

A power of attorney in its simplest analysis is simply the appointing of an agent. It may be a general power of attorney, authorizing the appointee to perform any and all duties for the principal, or it may be a special power of attorney, authorizing him to do some special act or acts.

No special form is necessary for the creation of a valid power of attorney, although I will give two approved forms below. The form must clearly show what is in the principal's mind, however, or it may be declared void for uncertainty and cause all sorts of trouble.

POWER SHOULD BE DEFINED.

A good power of attorney must inform the agent exactly what he is to do, and it must in some way identify the agent as well as describe the act. Since the legality of what a man has done under a power of attorney may be called into question any time, all these things are important.

Not long ago I participated in a bad mix-up over a power of attorney which a man had given his brother to sell his store. The complication was that he owned two stores, and while he and his brother understood perfectly which one was meant, it was not sufficiently stated in the power of attorney, and the brother, under his power of attorney, fraudulently sold the wrong store.

Of course, a power of attorney should be in writing and it should also be under seal; that is, the word "seal" should be placed after the principal's signature. Some States also require a power of attorney to be acknowledged, that is, sworn to before a notary and recorded. As to this, the laws of one's own State should be consulted.

A GENERAL POWER DEFINED.

Here is a good short form of a general power of attorney. It can be used where an agent is to be given practically unrestricted right to transact all of one's business:

Know all men of these presents, that I, John Jones, of ———, have made, constituted and appointed, and by these presents do make, constitute and appoint, James Smith, of ———, my true and lawful attorney, for me and in my name and on my behalf to ask, demand, recover and re-

ceive all and any sum or sums of money, debts, dues, merchandise or effects due, payable, coming or belonging, or which may at any time be due, payable and belonging to me, from any person or persons whatsoever; to sell all or any part of such goods, merchandise and effects, as well as real estate, which may come into his possession or knowledge, on such credit for such prices and on such terms, as he may deem meet; to purchase any goods, merchandise, specie or other commodities or real estate, on my account for such prices, to such amount and on such terms as he may deem meet, and the same to sell again for my benefit and on my account, for any prices whatever, and for these and all other purposes to execute any bills of sale, deeds, leases, warranties, covenants, releases, and for these and any other purposes to generally do and perform all matters and things, transact all business, make, execute and acknowledge all contracts, orders, deeds, writings, assurances and instruments which may be requisite or proper to effectuate all or any of the premises, or any other matter or thing appertaining to or belonging to me, with the same powers and to all intents and purposes and with the same validity as I could if personally present, hereby ratifying and confirming whatsoever my said attorney shall and may do, by virtue hereof, in the premises.

In witness whereof, I have hereunto set my hand and seal this.....day of.....in the year of our Lord 1911.
.....(Seal.)
Signed, sealed and delivered in the presence of

Under such a power of attorney as this an agent can legally do almost anything for his principal, and his acts will bind his principal as if they were his own. This is subject, however, to certain limitations which I will explain later on.

FORM OF SPECIAL POWER.

Here is an approved form of a special power of attorney, authorizing an agent to do one thing only. The form can of course be adapted to any act:

Know all men by these presents, that I, John Jones, of ———, do make, constitute and appoint James Smith, of ———, my true and lawful attorney, for me and in my name to transfer and assign unto William Jackson, ten shares of stock in the Exchange Bank of Pittsburgh, standing in my name on the books of said bank, and to do all necessary acts and to make the necessary acquittances to effect the premises; hereby ratifying and confirming all my said attorney shall lawfully do by virtue hereof.
.....(Seal.)

In witness whereof, etc.
I have spoken of limitations upon general powers of attorney. The law will

not carry the authority conveyed under them beyond a certain point, and this is a wise means of protection for the man who appoints an agent.

LIMITATIONS OF A "GENERAL" POWER.

For instance, generally speaking, the law will refuse to let an agent under a general power of attorney do anything except in connection with the principal's separate individual business and for his use.

I can give four illustrations from actual experience.

A business man gave an agent a power of attorney to represent him in all his interests in a given locality. The agent tried to put his principal into an entirely new and different business, but the courts stopped him with the ruling that even a general power of attorney was not that wide.

A member of a partnership gave his partner a power of attorney to sign any paper pertaining to the business. The partner attempted to sign his fellow member's name to a paper admitting a new partner and varying the terms of the partnership. The courts stopped that also, on the same ground.

A business man give his son a general power of attorney to "buy and sell real estate and personal property, and to collect rents, money or debts, and to do every act and thing necessarily pertaining thereto." It also gave full power to do everything "necessary to be done in and about the premises." The son took over a tailoring business for a debt, and attempted to run it in the name of his father, but the court held that his power of attorney did not go that far.

A controversy arose over the validity of certain promissory notes which had been issued by an agent under a general power of attorney, authorizing the issuing of notes in the principal's name. The defense was that the power of attorney only meant notes issued in connection with the principal's business, while those in dispute had been issued for a purpose quite foreign to the business. The court sustained the defense and compelled the agent to pay the notes himself.

HOW A POWER CAN BE REVOKED.

Usually, a power of attorney can be revoked at any time. There are two main exceptions—when the agent has a financial interest in the business represented by the power; and where a power of attorney is given as security in some way.

Generally speaking, a power of attorney can be revoked in any of the following ways:

1. When the subject matter passes; in other words, when the purpose for which the power of attorney was given is accomplished and there is no longer any need for it.

2. When the agent changes his status, so

(Continued on page 24.)

NEW PATENTS

- 1,008,631.—Loose Leaf Binder. E. H. Elder, Chicopee Falls, Mass.
- 1,008,716.—Pencil Sharpener. L. Hayne, Schenectady, N. Y.
- 1,008,810.—Loose Leaf Binder. A. C. Freese, San Francisco, Cal.
- 1,009,039.—Combined Envelope and Letter-Sheet. D. M. Benton, Macon, Ga.
- 1,009,342.—Twine-Cutter. H. Rau, Jr., Baltimore, Md.
- 1,009,360.—Posting Box.—G. F. Watt, Harrisburg, Pa.
- 1,009,412.—Loose-Leaf Binder. H. Hellweg, Milwaukee, Wis.
- 1,009,447.—Bill Indexing and Sorting Device. G. C. Shepherd, New York, N. Y.
- 1,009,612.—Fountain-Pen. O. C. Wold, Chicago, Ill.
- 1,009,685.—Loose-Leaf Book. S. D. Page and J. C. Hedges, Des Moines, Iowa.
- 1,010,453.—Filing Device. E. R. Probert and C. E. Stuart, Canton, Ohio.
- 1,010,556.—Temporary Binder. G. P. Wigginton, Kalamazoo, Mich.
- 1,010,607.—Loose-Leaf Binder. W. Fairchild, Albany, and G. L. Cooper, Troy, N. Y.
- 1,010,676.—Fountain Pen Blotter. A. Niflot, New York, N. Y.
- 1,010,683.—Holder for Manifold Account Books. W. M. Parker, Covington, Va.

- 1,010,847.—Manifolding Account Book. W. F. Bockhoff, Dayton, Ohio.
- 1,010,853.—Pencil Sharpener. J. M. Butcher, St. Louis, Mo.
- 1,010,895.—Recording, Filing and Account-Keeping System. H. H. Graff, Winthrop, Mass.
- 1,010,044.—Hand Stamp. H. S. Folger, Chicago, Ill., and A. M. Comstock, Muskegon, Mich.
- 1,010,072.—Penholder. A. V. Ray, Sab bath Rest, Pa.
- 1,010,113.—Display Stand. E. Bergquist, New York, N. Y.
- 1,010,179.—Pencil Holder. J. H. Robinson, Lewiston, Idaho.
- 1,010,282.—Envelope. E. Leow, Refugio, Tex.

The Best Foot Forward

When you really put your best foot forward you do it naturally; you even do not know you do it. And somebody is always watching keenly for the real thing. That's why one man is lifted out of obscurity to become the head of a great industrial corporation, a bank or a railroad, while ten thousand, who were maneuvering for the thing, fall down. The one man was just naturally making good because he knew how and liked to make good. The ten thousand were more intent upon trying to make somebody believe they were making good than in actually making good. But the

ten thousand will bear unanimous testimony that the unknown one was hauled aloft by favoritism. Cases in "this writing business" are no different from others.

POWER OF ATTORNEY

(Continued from page 23.)

that he can no longer act as agent in the particular matter.

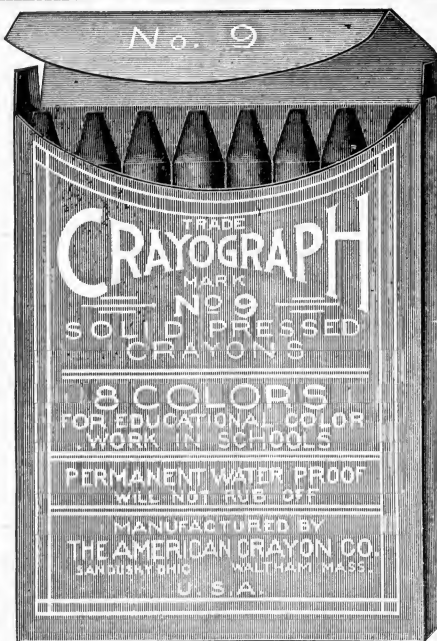
3. When the principal becomes bankrupt or insolvent.

4. When the principal marries. This ends the validity of the power of attorney as to all property in which the new wife would have an interest.

5. If the principal became insane or incapacitated by old age.

6. When the principal dies, except where the power of attorney has formed part of a contract, or is security for the payment of money or the doing of an act. Then it is irrevocable and not affected by death. So, if the agent has only partially performed the task given him by the power of attorney, death does not revoke it—he will be allowed to finish.

Except in trifling matters, all things which are given agents to do should be covered by powers of attorney. This does not need a lawyer—it can take the form of a letter addressed to the agent, but it should be carefully and comprehensively phrased.



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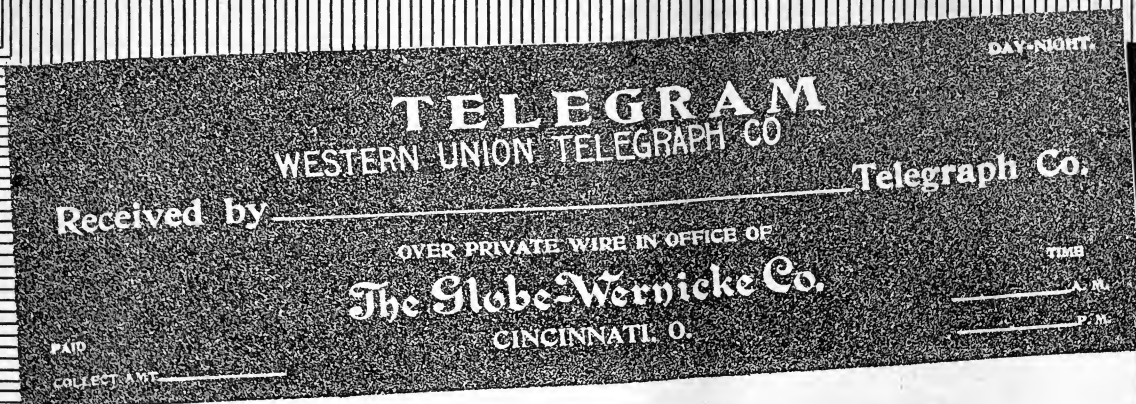
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Be prepared. Hold and satisfy this trade by having an adequate stock of

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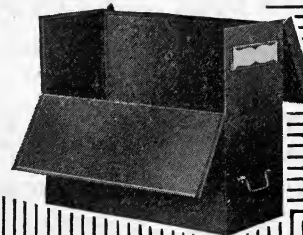
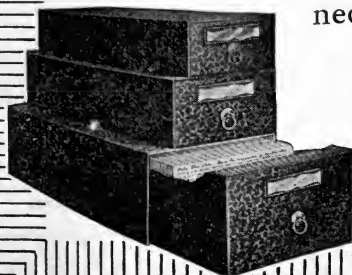
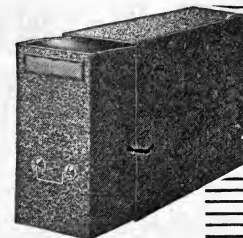
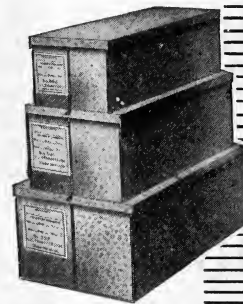
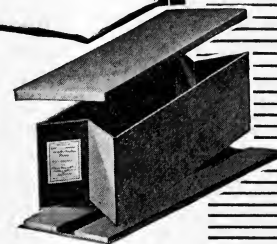
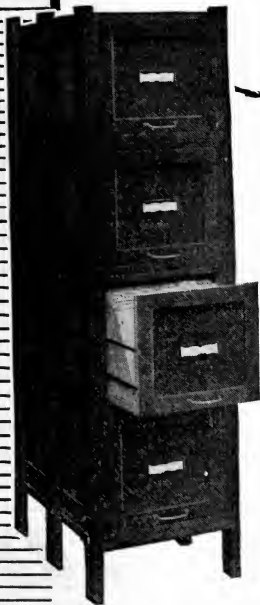
on hand, so that you can guarantee prompt service and immediate deliveries.

Rush orders for supplies of this character will receive our best attention. Shipments will be made the same day they are received—but don't delay.

Send your stock order now and avoid the necessity of telegraphing.

Simply address, Dept. A.S., 610

The Globe-Wernicke Co.,
Cincinnati



BUSIER THAN EVER

Philadelphia Stationers, Particularly the Jobbers, Working Nights to Get Out Holiday Orders—Retailers Active.

(From Our Regular Correspondent.)

PHILADELPHIA, December 6.—The fondest expectations of our busy times for the holiday season have been or rather are being realized, to the jobbers at least, so far as the out-of-town trade is concerned. Orders are piling up quicker than deliveries can close them out. Mail and telegraph and personal visit are being resorted to, so that at least one of the best-known houses is working its full force until 11 o'clock every night and still is behindhand. So far as the city trade is concerned it is behind the country trade.

THE ENGRAVERS ORGANIZING.

Ernest A. Wright, head of the E. A. Wright Bank Note Company, who has been asked by representatives of the engraving trade and allied interests to take charge of the movement looking towards its organization, returned to the city today from his trip to the South. For that reason no action has yet been taken looking towards the issuance of the formal call for a meeting. As announced in these columns enough of the leading engraving houses of the city already have indicated their purpose to join the proposed organization to assure its success. There remains now merely the fixing of a date for the preliminary meeting. This call probably will be issued before the week closes, and it is entirely probable that the new year will see in Philadelphia a new and the first organization of the engravers, embossing, die stamping and allied trades.

Another development of special interest to the stationery trade comes about through the induction into office Monday of a new administration, Reform and Fusion candidates who captured the Mayoralty and with it the big municipal departments. To the head of the Department of Supplies, through which stationery, blank books and printing for all the city departments is purchased, Mayor Blankenburg has appointed Herman Loeb, head of the firm of Herman Loeb & Co., manufacturer of paper boxes, paper bags and novelties. With the assumption of office by Mr. Loeb, the department has at its head for the first time a practical business man. Hitherto the office has been filled either by a lawyer or a professional politician. Quite a number of jobbing stationers have in recent years refused to submit bids for city supplies. Although Mr. Loeb has only been in office three days and has had no opportunity to execute new policies, he has announced that there shall be fair play for all, and that the lowest bidder will receive the award, but that specifications will be insisted upon rigidly.

COHAN'S CREDITORS TO MEET.

The court having adjudged Harry A. Cohan, the South street jobbing stationer, a bankrupt, notice has been given to creditors that the first meeting will be held on December 14 before Referee Richard S. Hunter, and that all having claims shall appear with them.

Frank Davis, of the import department of George Borgfeld & Co., was among the very few salesmen who risked a visit to the city this week when the jobbers are too engaged with business to see anyone. Of course, he was welcomed as was also Leo Solinger, of the Eagle Pencil Company.

E. R. G.

ROUNDABOUTS

(Continued from page 22.)

Thus armed, he was ready for any emergency. For no sooner did his stenographer let him know that Mr. "Bear" would like to see him than his fingers had deftly extracted that gentleman's card. Then Mr. Bear got his No. 1, 2, 3, or 4, according to his individual requirements, and went away happy.

Since the adoption of the system the young man has gained ten pounds. Moral: There's everything in system.

W. H. Cox, of the Carter's Ink Chicago store, had an experience the other day which resulted for once in placing him in a position where his always ready answer was not available. Hearing that votes in the First Ward of that city were such money producers, "W. H.," who is a subject of Johnny Bull, concluded that it was high time he placed himself in position where he could secure some of the "kale" which it is rumored is floating around so plentifully election time, and with his witnesses hied himself to the court room to be examined by a judge relative to his qualifications for citizenship. Cox got along swimmingly until he was brought up with a quick jerk by the apparently simple question: "What is the Constitution?" The good looking-and-ordinarily-sure-of-himself salesman hummed, hawed, coughed, stuttered, blushed and finally managed to emit: "Why, its the by-laws."

Just how deep an impression this made on the court it is hard to say. At any rate the applicant was given a short lecture on the Constitution and advised to read it thoroughly before he could hope to achieve eminence as a citizen.

"DO IT NOW"

Send your order before the freezing weather sets in for

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"DUREL"

Hard Pressed for Pastel Effects.

"CRAYOLA"

For General Color Work, Stenciling, Arts and Crafts.

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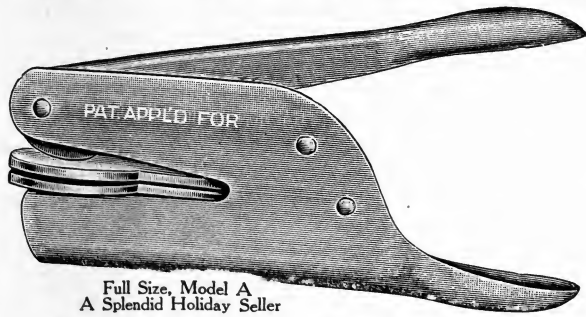
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The best on the market, combining
NEATNESS, CONVENIENCE, USEFULNESS, LOW PRICE
Require little effort to sell—one sale leads to more



Full Size, Model A
A Splendid Holiday Seller



Single Initials—25 in a display box (except X) retailing
for 25 cents each—to the dealer, \$3.75 delivered.
Three Initials, \$1.00 each—To the dealer, 70 cts. delivered.

Samples of work and Price List, of our Extensive Line mailed on request.
It's worth sending for as it gives full details.

ROOVERS BROTHERS, 100 Schermerhorn Street, BROOKLYN, N. Y.

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A new idea in papers, made particularly for letter heads—Beautiful White, Soft, Mellow Surface;
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| MIDLAND PAPER CO.....No. 332 West Washington St., Chicago, Ill. | WESTERN PENNSYLVANIA PAPER CO.....Pittsburgh, Pa. |
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| JOHNSTON PAPER CO.....South Market Square, Harrisburg, Pa. | F. G. LESLIE & CO.....No. 240 East Fourth St., St. Paul, Minn. |
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| JOHN LESLIE PAPER CO.....Minneapolis, Minn. | W. E. EBBETS PAPER CO.....Syracuse, N. Y. |
| THE E. A. BOUER COMPANY.....Milwaukee, Wis. | A. M. CAPEN'S SONS, Export Agents.....No. 60 Pearl St., New York. |

THE PURE RUBBER BANDS

Made by A. W. FABER (Established 1761)

Are the Standard of the World. It pays you to
stock Quality Goods

CASTELL BRAND

JANUS BRAND

The Finest and Best Rubber Bands || A High Grade Band at a Low Price

ALL BANDS FULLY GUARANTEED

A. W. FABER

Newark, N. J.

IT'S THE "WEARING QUALITY" SERVICE

That Makes Our Playing Cards Most Popular



The American Playing Card Co.'s products have the proper slip, perfect
finish and elasticity, that makes dealing satisfactory and the evening a pleasure.

We manufacture all grades—from a cheap Steamboat to a fine illuminated
back card in four and five colors. Have a large and varied assortment of designs
to select from.

Closely associated with one of the largest and best known paper mills in the
country, our special stock is grade for grade unequalled by any other manufacturer
Samples and prices on application.

THE AMERICAN PLAYING CARD CO., Kalamazoo, Mich., U. S. A.

DECISIONS AND PATENTS

A Review of the Recent Decisions in the Anti-Trust Case and Their Bearing on Patent Protected Articles.

As many articles handled by stationers are protected by patents and consequently subject to price negotiation by the manufacturing owners of the same, the information given below in regard to the relation of such patent to the recent trust decision will be read with interest. It was proposed by George Hilliard Benjamin, a patent attorney, of 45 Broadway, New York. He says:

THE TRUST DECISIONS AND PATENTS.

"Many individuals and corporations whose business is largely based upon patents, have expressed considerable anxiety relative to the effect of the decision of the United States Court and of the settlements effected in the suits brought by the Government, i. e.,

"United States of America vs. Standard Sanitary Manufacturing Co. (the so-called Bath Tub Trust).

"United States of America vs. General Electric Company (the so-called Electric Lamp Trust).

"The general impression seems to prevail that the terms of the Sherman Act and the construction of such act by the Supreme Court in the Standard Oil and Tobacco cases, are directly opposed to the terms of such sections of the United States statutes as grant protection to inventors for their inventions for a specific term. Such impression is incorrect. In no one of the petitions filed by the Attorney General is there any allegation that

the exercise of a monopoly specified in a patent or patents is in violation of the terms of the Sherman Act. The only attempts on the part of the Government to restrict the right of inventors are found

"First—In the consent decree entered into in the case of the Electric Lamp Trust. In this case the Government contended that after a manufacturer working under a patent had sold the article manufactured, his right to exercise any further control over it (either as regards its use or price for which it might be sold) ceased, and the General Electric Co. accepted this contention notwithstanding the fact that the United States Circuit Courts had held to the contrary.

"Second—In the language used in the showing, preliminary to indictment in the case of the United States vs. Sidney W. Winslow and others (so-called Shoe Machinery Trust). In this case the Government takes the position that consideration of patents, all relating to a single industry, is unlawful, where such consolidation acts to produce a restraint which would not be possible, were such patents in the hands of individual owners. The statement of the Government being that by reason of the consolidation of shoe machinery patents, the monopolies and rights created under such patents, are extended and expanded unreasonably at the expense of shoe manufacturers, and that the combination is used oppressively as a means of building up monopolies over and above the power and control warranted and permitted by the letters patents, and to use the power and control when so built up, for grasping and drawing to the combination, the rights which might have been carried on, by others, for controlling and

enhancing the prices of such shoe machinery, and discouraging and preventing others from inventing or manufacturing other devices and machines for doing the work done by the machines, etc.

"From the above it will be seen that the attack by the Government is not against monopolies created by patents, but against agreements, combinations and the like, based upon the patents and intended to exercise a control in an industry beyond that conveyed by the patent grants. In short, the Government takes the position that an inventor may exercise an absolute monopoly in the thing covered by his patent grant, but that neither he nor any combination of individuals or interests may use such patent grant as a basis for exercising a monopoly or control in an industry, which is beyond and external to the monopoly of the patent grant. To keep within the Sherman Law therefore, manufacturers should remember:

"1. That they can make no agreement with purchasers, agents or distributors, by reason of which the use or the re-selling prices of the articles is fixed and determined.

"2. That no agreement may be made between individual owners of separate patents or business conducted, by the single owner (be it individual or corporation) of a group of patents in an industry, where the purpose of the agreement or the nature of carrying on of the business is such as to obtain an extension of the monopoly created by the patents, or in other words, effect a control or partial control of an industry, and thus unreasonably restrain and hamper the trade of others.

"Whether the position taken by the Government, is or is not correct, must be finally decided by the Supreme Court.

Hitch Up These Two Giants!

The consumer's insistent demand is for a pencil that looks well, sharpens easily, writes smoothly and seldom breaks.

The retailer's insistent demand is for a pencil that moves itself—for something that will not collect dust on his shelves.

DIXON'S AMERICAN GRAPHITE PENCILS

have always satisfied their most exacting users because they are first required to meet the inspection of a more rigid judge—an ideal.
Dixon's American Graphite Pencils have the splendid power of national advertising behind them—behind you! Hitch the Dixon Advertising—plus Dixon quality—to the sales end of your business—it pays well!

Have you a catalogue?

JOSEPH DIXON CRUCIBLE COMPANY, JERSEY CITY, N. J.

NEW YORK
BOSTON

PHILADELPHIA
PITTSBURG

CHICAGO
BUFFALO

SAN FRANCISCO
BALTIMORE

ST. LOUIS
ATLANTA

IF IT HOLDS PAPER OR TWINE WE MAKE IT



Are You Alive to Your Opportunity?

You advertise modern and labor saving devices, and pose before the business community as a progressive dealer. People will come into your store during the next few weeks who will perhaps not enter your establishment again for another year. See to it that you make the most of your opportunity and create a lasting impression. No more acceptable gift than

The Wright Glass Twine Holder

useful as well as attractive. Keeps twine secure, prevents unravelling and catching into knots. It is beautifully designed, cut from heavy pressed glass and practically unbreakable. Holds a half pound ball of twine comfortably, has special metal base, which is so arranged that besides standing on the desk or table, it may be fastened underneath counter, or suspended from the wall or ceiling.

Write for Full Particulars and Dealers' Prices to Nearest Branch.

WRIGHT CUTTER COMPANY
 NEW YORK 19 Warren St. CHICAGO 29 So. Clinton St.
 24-28 Binford Street, Boston, Mass.



Calendar Pads

We have just a few of the various sizes in stock.

If you need pads, order now as we are rapidly closing out all of our different designs which we have carried in four different sizes.

We also have a few assortments left for immediate delivery, but they will not last long.



LOOKS A \$5.00 VALUE
 My \$2.50 Seven Piece **BRASS DESK SET**
 \$15.00 Per Doz. \$1.35 Each
 Each in Carton 12 Sets in Case

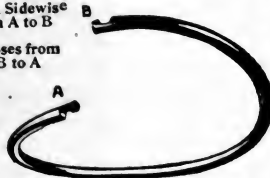
Anti-warp desk pads with padded "moire" backs. Brass or leather corners. Write for prices.

All Jobbers Carry Them

F. L. HARDING, 508 Broadway, N. Y. (The Harwood Line)

EVERY LOOSE LEAF LIES FLAT WHEN USING THE IMPROVED UNIVERSITY BOOK RING

Open Sidewise From A to B
 Closes from B to A



It meets every requirement for the temporary binding of student's and stenographer's note books, and various loose leaves. Simple, strong and neat. Made in four sizes. No. 1, 1 1/4 inches diameter, light weight; No. 1, heavy weight, 1 1/4 inches; No. 2, 1 1/2 inches diameter, light weight; No. 2, 1 7/16 inches diameter, heavy-weight. Unjointed ring, 1 1/4 inches diameter.



Patented Nov. 24, 1908
 OTTO KELLNER, JR.,

Write for particulars

Patented Feb. 4, 1902
 4028 STATE STREET, CHICAGO

HARD LUCK, BUT—

Expressions of sympathy did not prevent the loss of the pen, and yet the man with



THE MODERN "B" PEN AND PENCIL CLIP

shows how easy it is to prevent a similar occurrence. This same thing is happening every day, and every day you are losing business if you do not handle and push this popular clip.



Made in three finishes, Nickel, Gilt and Gun Metal. Packed three dozen in easel box on display card. \$3.00 per gross to dealers and worth it. See that your stock is complete.

THE HOGE MFG. CO., - - 106-8 Fulton Street, New York
 Also "MODERN B" Thumb Tacks, Modern Gem Paper Clips, Etc.

"In this connection the attention of manufacturers is generally called to the fact that, as it is evident that it is the intention of the Government to cut off all exterior aids to business in the form of agreements, that such protection as may be had through the means of patents and trade-marks should not be neglected. The principal manufacturing companies of the country have recognized this fact and are now applying for patents, not only for the articles manufactured by them, but for the processes and the machinery employed in producing the articles.

TRADE MARKS.

"Every individual or corporation has a common law right in any name or symbol which he or it may adopt as indicative of the goods manufactured. This right is acquired by what is known as occupancy. To enable the owner of the symbol or mark to protect its use as against others, he may do certain things, as follows:

"1. He may send his trade mark to Washington and ask that it be registered by the Commissioner of Patents, and if such marks is duly registered, he may then invoke the power of the United States Courts as against infringers, under the provisions of the trade mark status.

"2. He may also ask for registration of such trade mark in foreign countries and invoke the provisions of the International Convention for the Protection of Industrial Property, to establish his date of adoption of the trade mark.

"3. He may likewise register his trade mark with the secretary of the Treasury and ask that all goods bearing said trade mark (which did not originate with the owner of the trade mark) be refused entry.

"4. He may register his trade mark in every State and territory of the Union.

"The Commissioner of Patents, in order to unify the practice of registering trade marks, has promulgated certain rules which must be observed. As these rules are often very onerous and may not be obeyed by applicants without serious loss, many prominent firms owning trade marks, prefer to rely upon their common law rights.

"Every State and territory in the Union, in order to protect the owners of trade marks, has passed laws providing for the registration of trade marks and for the punishment of infringement, both civil and criminal. The procedure, so far as filing in the separate States is concerned, is practically the same as with the United States, but the troublesome rules in force in Washington have not been adopted in any State. In case of infringement, the registration serves to fix a date of the use of the trade mark, and such registration may be pleaded in any State court or United States court, as proof of occupancy at the date of registration. The majority of the great corporations owning trade marks have preferred to rely upon their common law rights, with such additional rights as are provided by the laws of the several States.

"I have made it a rule to advise clients (where the trade mark is one of very considerable value), to register such mark in each of the states and territories, and where it can be done, at Washington. The courts of the several States are very favorable to trade marks and deal severely with infringers. In many industries, trade marks are more valuable than patents, not only as a means for preventing competition, but as a commercial asset. In such countries where the English language is not generally understood, trade marks often serve as an identifying means by which to order goods.

FOREIGN PATENTS AND TRADE MARKS.

"The reports of the United States Consular agents as published in the Daily Consular Trade Reports issued by the Bureau of Manufactures, at Washington, show, "First—That American manufactures are rapidly being introduced into all foreign countries, and

"Second—That such American manufactures are at once copied by domestic manufacturers.

"The principal concerns in this country, doing business with Europe, have recognized this fact, and as far as possible are protecting their manufactures by patents and trade marks. The laws of all foreign countries are favorable to patentees and trade mark registrants, and are very severe upon infringers.

"In applying for foreign patents it is essential that the laws of the countries where the patent is applied for shall be taken into consideration. Numberless patents taken out by Americans have proved valueless, owing to the neglect of this precaution. The average attorney, in applying for foreign patents, has simply copied the American specification and claims and has instructed his foreign agent to file it, without any regard whatever to the requirements of the various laws. It is true that he obtains patents, but they are not patents which protect, but on the other hand, are simply documents which serve to give the foreign manufacturers intimate knowledge of the inventions, without in any wise restricting such manufacturer from the use of the inventions.

"Foreign patents cost more than American patents, both in the original outlay and the upkeep and if it is worth while to file an application for a patent it is certainly important to see that the patent application is so drawn as to protect the invention."

Being found fault with now and then does us all good. But of course we are not expected to admit it.

WANTS AND FOR SALE.

Minimum rate for advertisements of this class, first insertion, one dollar.

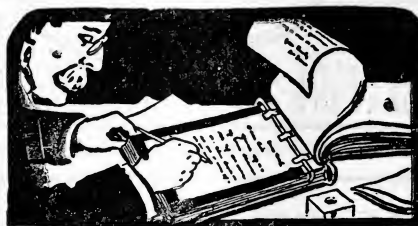
Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 25 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

AN EXPERIENCED SALESMAN WANTED for Western territory by manufacturers of fine stationery. Address, giving references, experience had and salary expected. Address J. M. V., care American Stationer.

AGENT WANTED to sell on commission manufacturer's line of high grade tablets, pound papers, papereries, note and composition books, especially adapted to the large retail trade. Address Tablet, care American Stationer.

ENGRAVER on steel and copper can buy and earn an interest or ownership in a well known plant established 10 years, doing all kinds of engraving, plate printing and embossing in an Eastern city of 400,000 population; good opening for the right party. Address Engraver, care American Stationer.



PEN CARBON BILL BOOKS

No Press No Water No Brush
Any Ink Any Pen Any Paper

Many of your customers would find

**THIS BILL BOOK A REAL TIME SAVER,
TROUBLE SAVER AND MONEY SAVER**

One writing for bill and copy in bound book a real record.
Write us today for price list and circular matter.

DITMARS-KENDIG CO.

278 Douglas Street, Brooklyn, N. Y.

Thompson Smith Co.

263 Fifth Avenue
Cor. 29th Street
NEW YORK

Dainty and
Different

Greeting Cards

in envelopes for

Xmas and All Seasons

Samples sent on request

Special for 1912

Valentine Cards

Hurds Royal Red Stock

St. Patrick Cards

Hurds Royal Green Stock

The kind we have made so popular

\$3.00
per 100

Our Efforts Appreciated

The letter printed below is the kind that are always welcome in a newspaper office, as they show that the trade appreciates the efforts of the publisher to focus attention on trade conditions which might be improved by a little judicious publicity. The letter speaks for itself:

THE AMERICAN STATIONER,
New York, N. Y.:

GENTLEMEN.—Your splendid trade journal comes to our desk every Monday morning; there is always something new to learn and of interest to our business.

The writer was very much pleased with your co-operation article in the issue of November 23. We find that every manufacturer is more than willing to furnish all the advertising matter, signs and window material that a dealer can use. We ourselves make use of everything furnished and find that the returns are wonderful when put in use.

The L. E. Waterman Company has just furnished us with a complete window display, the best ever sent us. The past week our display has attracted considerable attention, and the using of a slide at local picture and vaudeville house, and newspaper cuts, will mean big business, we feel, during the holiday rush.

Another illustration: We carry in stock also the Conklin Self-Filler Pen. This company sent us its Old and New Method moving figure boys that we placed in our window. The sale during the week of Conklin's surprised us; out of a small six-dozen assortment we sold two-thirds of the pens during the display.

The Macey Company, Globe-Wernicke Company, United States Playing Card Company, National Blank Book Company, Dennison Manufacturing Company and Grosset & Dunlop Company send regularly window display materials that are one of the biggest helps that a retailer can get. Our motto has been: "If it is an advertised item of value, stock it, then work with the manufacturer locally and the results are bound to show."

Stationery and office business so far this year has been very satisfactory, and next year should mean still better.

In closing trust that your publication will continue along the lines as adopted and show those who "do" their errors when using the tactics that destroys as price cutters. Profits are necessary to every business; that means the prompt settling of bills of those from whom the retailer buys.

Respectfully,

THE CATACACT BOOK & STATIONERY Co.,
(Signed) OSCAR L. SOLIE.
Sioux Falls, S. D., November 29, 1911.

Good buying doesn't necessarily mean paying the lowest price. Quality is always the first consideration of the skillful buyer.

ST. LOUIS, MO.

BALTIMORE, MD.

F. WEBER & CO.

1125 Chestnut Street, PHILADELPHIA, PA.

Manufacturers, Importers and Dealers in

**ARTISTS' MATERIALS AND
DRAUGHTSMEN'S SUPPLIES**

We have made up for the HOLIDAY SEASON a large assortment of Outfits in neat and attractive boxes, making useful and acceptable CHRISTMAS PRESENTS and comprising the following Outfits:



Oil Color Outfits - \$1.50, \$2.50, \$3.50, \$5.00
Students' and Children's Water Color Outfits
\$1.75, \$2.00, \$2.25

Artists' Water Color Outfits - - - \$1.75, \$2.25, \$3.50, \$5.00, \$5.75
China Painting Outfits - - - - - \$5.00, \$6.00, \$10.00
Stenciling and Tapestry Painting Outfits, \$1.00, \$2.50, \$3.50, \$5.50, \$7.00
Pyrography Outfits - - - - \$2.00, \$2.25, \$3.00, \$3.75, \$4.50, \$5.50
Pastel Outfits - - - - - \$2.00, \$3.50, \$4.00, \$5.00
Modeling Outfits - - - - - \$1.00, \$1.75, \$2.25
Mechanical Drawing Outfits - - - - - \$3.00, \$3.75, \$4.75

LARGER AND MORE COMPLETE OUTFITS MADE UP TO ORDER

Brass Craft Outfits and Articles for decorating
New PYRO-BRASS Craft Articles
Water Color Paint Boxes of every description
Mathematical Instruments of all qualities

List of "Holiday Suggestions" mailed on request. Liberal discount to the trade.

Modeling Tools, Stencils and Stencil Colors, Brushes, etc. Write for Catalogue of Artists' Materials, Vol. 325

HENRY LINDENMEYR & SONS

Our Standard Grades of Flat Writing, Writing Papers, Linens, French Folios, Fine Thin Papers and Manila Writings are Shown in the Blue Book. Send for it.

PAPER WAREHOUSES 32, 34 and 36 Bleecker Street **NEW YORK**
20 Beekman Street

A NEW STYLE LOCAL VIEW POST CARD

PANEL MONOTONE.

\$5.50 PER 1000

DISTINCTLY DIFFERENT from any other style Local View.

QUALITY the same as all our other high grade products. Every card we make is an advertisement for us.

FOR THIS REASON Kropp cards sell rapidly.

YOUR PROFITS ARE BIGGEST on Quick selling Goods. Therefore, try Kropp cards and make more money.



Made to order from good Photo, any Size.

SATISFACTION GUARANTEED.
FULL SAMPLE ASSORTMENT UPON REQUEST.

QUICK DELIVERY.

E. C. KROPP CO.

230 JEFFERSON ST.

MILWAUKEE

BUSINESS BUILDING

In the Last Number of His Series of Letters
Mr. Sheldon Summarizes His Philosophy
of Business Success.

By A. F. SHELDON,
Formulator of "The Science of Business
Building" and Editor of *The Business Philosopher*.
Talk No. 7.

The fourth and last success injunction is, Apply your knowledge of yourself, of the other fellow, and of your business.

In other words, Use Your Will. Get Action.

Since health is a requisite of success, keep well. To do this you must obey the laws of physical well-being.

Since knowledge of human nature is a big success asset, acquire it. To do this you must study.

Since knowledge of your business is an essential, master its technique. To do this, diligent application is necessary.

If you have done this, you are ready now to enter the business or professional world. Its rewards will be yours if you apply the knowledge attained correctly—Get the Right Kind of Action.

Thousands of books are written that will never be published.

There are thousands of inventions that will never bring aught to their makers.

There are thousands of industrious lives that will end in despair and defeat.

Why? Because, while many people act, they do not act in the right way to succeed.

Edison says, "Genius is not inspiration, but perspiration." Edison is partly right—but partly wrong. It is more than perspiration—hard work. It is hard work and plus and plus. Is it hard work plus knowledge? Is that a satisfactory definition to your mind? It is not to mine. My definition would be, Genius is hard work, plus knowledge, plus initiative. It is a combination of energy, acquisition and constructive imagination.

Hard work *only* never made a man a genius or a success.

Knowledge *only* never made a man a genius or a success.

Initiative *only* never made a man a genius or a success.

So Edison did not utter a real truth, but a half truth only. We forgive him because of the humor of his remark.

You can work hard, and waste your energies, because you lack the knowledge to apply your energies in the proper channels.

Your mere knowledge may make you a book-worm, and a book-worm is not a success.

You may have initiative, but, lacking the proper knowledge and the energy to acquire this knowledge, your initiative will be impracticable.

You must know what to do—how to do it—and then know how to do it in a better way than the other man—that is, in a new, more original way—if you want to make a Big Success.

Keep on the beaten track, and you will attain only Mediocrity.

Get off the beaten track too much, and you will be Eccentric. The world might be amused at you, but it would distrust you.

Do not desert the beaten track entirely, but add new branches—open up new avenues for achievement—and you will be a Success—a Genius.

The world is always looking for a better way to do things. The world is willing to pay—and pay high—if the new way proves the better way.

Don't dress your window like your competitors Brown or Green. Find a novel way to place things—some way that will make the passer-by stop and draw near your window.

Why so many men fail to make successes of their business is because they are afraid of a new idea. They refuse to use their imagination in new combinations. They hold to the old, while the world is crying for the new.

Novelty! novelty! novelty! cries the bored world, and you display your goods in your window in the same old way that you did five years ago. Do you wonder that the world passes you by?

Do you know your intellect does three things? It thinks; it remembers; it imagines.

Since it can do three things, don't you think you had better use it in three ways?

Since memory is a law of success, are you not wronging yourself by having a poor memory? Especially when there are methods of improving it?

Think how important a memory of faces and names is. What patron does not like to be recognized by you—especially by name—when he calls the second or third time?

Great men like Cæsar, Napoleon and Grant owed a great part of their success to their accurate memories for faces and names.

There was a time when it was thought that imagination was useful to poets and artists only. Now, however, the professional and commercial world is awakening to a sense of its value.

It is Edison's powerful imagination that makes him the wonderful inventor he is—his power of combining one idea with another in a new way.

The phonograph, the vitascope, the electric car, the flying machine, were at one time mere mental pictures of the imagination in the inventors' minds. They would have remained so yet had they not used their initiative to make the pictures real.

The sewing machine at first stood a confessed failure. There seemed no way to stop it from breaking the thread. But a man of genius came along in the person of

Howe. He applied his imagination—figured out a way to bring the thread down to the shuttle and back again without having it cut. His imagination pointed out to him that if a slit was made along the side of the needle this could be done.

Wasn't this use of the imagination on a practical triumph?

The great fortunes of the Rockefellers, the Vanderbilts and the Goulds and many other of our millionaires are the results of practical imaginations.

There are great fortunes yet to be made by the men with the right kinds of imagination.

Get busy; use your imagination more than you have done in your profession or in your business. See if you cannot hit upon better ways of doing things.

Do not let such splendid gifts as your power to acquire knowledge, your memory, your imagination grow rusty for lack of use.

Exercise is the secret of strength for both the mind and the body. It takes work to keep well—either mentally or physically.

But does not the glorious health that gives you an appetite to enjoy the good things of the world; that makes the sunshine seem brighter, the air seem purer, the people you meet "good fellows, despite their faults"—does it not, I say, repay your toil a hundredfold, a thousandfold?

What splendid reserve power a healthy man has! The happy view he takes of things is a "Motor Power" for Success. He feels braced for the battle. He feels he can do what is to be done—and more, too. That is half of the fight for success.

The reserve power of knowledge, what a power that is, too! How splendid it is to feel that you have more than the occasion demands; that you have mastered your technique; that you are ready to grasp the opportunity?

Start the Battle for Success with the proper reserve power of knowledge and strength and you will win.

You will if you start with the right kind of Action, and keep up the right kind of Action.

A word in conclusion: I trust I have made you see that to be a success the composite man must be a success.

You must nourish and use your mind.
You must nourish and use your body.
You must nourish and use your feelings.
You must nourish and use your will.
Do those four things and you will be a success.

You Are Going to Do Them. I Feel Sure of That.

An inquiry comes to THE STATIONER for the address of the manufacturers or the owners of the Phenix Fountain Pen. If any readers of THE AMERICAN STATIONER can supply us with the desired information it will be appreciated not only by them but also by the parties making the inquiry.



It's the Solidhed Display That Sells Tacks



HAWKES-JACKSON COMPANY, Makers, 38 Murray St., NEW YORK



1825 THE BEST 1911
EIGHTY-SIX YEARS

ago Davids' Inks were noted for their excellence, but we have progressed; our labor is more skilled, our plant modern, the equipment up-to-date. These all make for perfection—a better product—

DAVID'S SIGNATURE INK DE LUXE

Buy from a house where quality advancement has been featured. It is good business to do so.

THADDEUS DAVIDS CO., 95-7 Van Dam St., N.Y.

Inks, Mucilage, Paste, Sealing Wax, Etc.
OLDEST INK HOUSE IN THE COUNTRY.

ACCEPTABLE GIFTS

BIG BARGAINS (In Regular Goods Not Job Lots)

7,500,000 IMPORTED

POST CARDS and BOOKLETS

Christmas, New Year and Birthday. Over five thousand designs are now being offered to the trade at prices far below their value by the old reliable firm of

Established 1865 **JOSEPH KOEHLER, Inc.** Forty-six Years at the same stand
150 PARK ROW 2 doors from Pearl Street NEW YORK CITY
WE HAVE NO BRANCHES Write for Free Rack Offer Call or send for Catalogue

DAYLOGUES
Are Perpetual



"A diary, that is good for all years"

Window Displays

of inks and adhesives can be used to distinct advantage in boosting your sales of these much needed articles.

All

Carter's Inks

Mucilage and Paste

packages are put up as attractively as possible with labels and general appearance intended to help the dealer realize a quick return on his money.

Carter's Writing Fluid

The best general ink for Office and Home.



MADE ONLY BY
KIGGINS & TOOKER CO.
35-37 PARK PLACE, N. Y.

SALES DEMONSTRATIONS

A New Idea in Store Improvement Service Has Been Inaugurated by Wm. G. Johnston & Co., of Pittsburgh, Pa.

Written for The Stationer by *Thinefellow*.

William G. Johnston & Co., of Pittsburgh, Pa., have inaugurated a series of salesmen's talks and practical demonstrations of sales that are well worth the consideration of other firms.

Last week the following notice was posted in a conspicuous location:

NOTICE TO SALESMEN.

On Saturday, December 2d, the establishment will shut down at 4 P. M., and all of our salesmen, including Store, Loose Leaf, Cabinet and Engraving Departments will meet on the second floor of No. 906.

PROGRAMME.

- (1) Ten Minute Talk on "Team Work" Mr. H. P. Pears
- (2) Mr. Mackay will try to sell a Kalamazoo Loose Leaf Ledger to Mr. McKnight, who prefers the "Smith."
- (3) Mr. Schaffer will try to sell a Rotary Mimeograph to Mr. Cooper, who wants a cheap Duplicator.
- (4) Five Minute General Talk and Presentation of Five-Dollar Gold Piece to the salesman who made the greatest cash sales in November. Mr. Chas. H. Clough
- (5) Brief Criticisms on our methods and suggestions for their improvement. All Salesmen.

ADJOURNMENT.

At the appointed hour twenty-five salesmen and lady clerks assembled for the demonstration.

Unfortunately, Mr. Pears was obliged to be absent himself from the gathering, but Mr. Clough called the meeting to order and made the opening remarks as follows:

DRESS.

"Shakespeare said a great many good things, and among them, something like this:

"'Costly thy habit as thy purse can buy, but *not* expressed in *fancy*, for the apparel oft proclaims the man.'

"The firm does not expect us to spend all our money for clothes, but they do expect us to dress neatly, wear a clean shirt and collar, a good hat and have our shoes clean and neatly polished.

"I think it was Dr. Oliver Wendell Holmes who said,

"Wear a good hat,
The secret of man's looks
Lies with the beaver
Of Canadian brooks."

"No one thing helps the appearance of a salesman more than a good hat, and you can excuse yourself for a little extravagance in headgear.

DRINK.

"Another good thing that Shakespeare said runs something like this:

"'Oh! God! that man should put an enemy into their mouths to steal away their brains: that we should with joy, pleasure revel and applause, transform ourselves into beasts.'

"In times past, and let us be thankful they are past, the salesman was expected to treat the buyer before any business could be transacted, and many a young man have I seen start out healthy and promising at first, but slowly succumb to the terrible habit of drink and finally be kicked out for drunkenness by the *very* firm that paid him to drink.

"Treating is no longer necessary—far from it, and this firm has no use for a man who drinks, simply because he can never be depended upon, and reliability is one of the salesman's most valuable assets.

"Personally I do not care to purchase goods from a salesman whose breath is reeking with the smell of whiskey, nor do I think I could buy goods intelligently if my brain were muddled by alcohol.

"Moral—Let it alone.

BAD BREATH.

"There is a class of persons to whom I have frequently referred:

"'As very good people with very bad breaths,' and they have the habit of getting up very close and talking into your nose instead of your ears.

"I try to get a chair between us if possible. Now, bad breath generally originates from one of the three causes—bad stomach, bad teeth or bad catarrh.

"If from the first cause, one should consult a physician—if from the second, see a dentist; if from the third, consult a specialist, before the voice and hearing are affected; for a good voice is another valuable asset, and a salesman should always be able to hear a noise like an order.

TOBACCO.

"Of course, if the bad breath comes from the use of tobacco, the remedy is self-evident.

"Many persons object strenuously to the odor of tobacco, and a salesman should be very particular where, when and how much he indulges in the weed. Cigarettes are extremely distasteful to many people, especially to the older generation of buyers. Personally I do not care to purchase from a salesman who sits down by my side and puffs tobacco smoke into my face, or pollutes the air I must breathe.

HEALTH.

"The salesman, like everybody else, should keep himself in good condition by observing the laws of health with which all are, or should be, familiar.

"Few men can be out until 'The wee sma' hours of the morning' and do their whole duty the next day, either to their firm or themselves.

"I am no diet crank, but would advise

letting severely alone such food as is known to disagree with one.

CHEWING GUM.

"Chewing gum may be all right for sweet girl graduates, but it is not the proper thing for a salesman, and will often create an unfavorable impression with a buyer.

PUNCTUALITY.

"Punctuality and reliability are cardinal virtues that every salesman should cultivate assiduously.

PROMISES.

"Either keep your promises or do not make any. A traveling man once said to me, 'If you have never seen our "Joy Bells" I will send you a copy.' As a matter of courtesy I accepted the offer, although I didn't need any 'Joy Bells' in mine, and none came.

"The next time that salesman called he made the same promise. He did so three times in succession, but never sent the booklet; as I remarked, I didn't want the booklet, but his three broken promises made such a bad impression upon me that I have disliked the man ever since.

GROUPING FOR CONVERSATION.

"In many large stores the grouping of salesmen for conversation on any subject is strictly forbidden.

"The tendency is to become engrossed with the subject of conversation to the neglect of customers.

"I believe 90 per cent. of the conversations I overhear are in regard to bowling, baseball or theater.

"I have never yet found the subject of such conversation to be on how to arrange the stock to better advantage, how to increase our sales, or other matters which should occupy the firm's paid time.

"In a high-class Buffalo restaurant there is a sign reading:

"'Our cashiers are here for business and not to entertain the public.'

"No comments are necessary except that there is entirely to much time spent in talking to our very nice lady employees; I'd like to do it myself, but I haven't time.

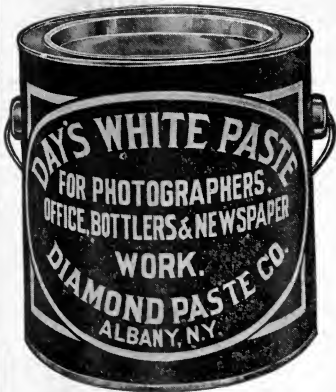
"I have simply given you a few suggestions based on a quarter century's buying and selling, and I don't believe I am an exception to the general run of business men."

MACKAY TALKS ON LOOSE LEAF.

Then followed a masterly demonstration by John G. Mackay, of how to sell a Kalamazoo loose leaf ledger to a prospective customer, who was strongly prejudiced in favor of another make.

Andrew M. McKnight acted the part of the obstinate buyer to perfection, but finally bought the Kalamazoo, as Mr. Mackay's knowledge of his goods, coupled with his sincerity, made his arguments irresistible. A. C. Stuart Scheffer then gave a splen-

6 & 12 lb. Pails. 6 oz. Jars.



The reason that Consumers always come back for *MORE* of
DAY'S WHITE PASTE

is that they find that it is always smooth and even; that it will not smear; does not mould or sour; and that it does not crystalize. It is pure white, perfectly neutral and cannot soil anything it may be used on.

A Perfect Paste for All Paste Uses

Day's White Paste has been advertised so extensively by the manufacturer, and the article has proven so satisfactory to the consumer, it has created a demand that grows with every year.

Put up in Full-Size, Full-Weight containers. In 6-lb. and 12-lb. pails, the most economical paste on the market.



Write for Dealer's Prices for Full Line

Our prices to dealers will interest you. Write for them.

DIAMOND PASTE CO., 72 Hamilton St., Albany, N. Y.

BRIGHTEN UP Your Stationery in the OFFICE, BANK, SCHOOL or HOME by using WASHBURN'S PATENT PAPER FASTENERS.

75,000,000
 SOLD the past YEAR should convince YOU of their SUPERIORITY.

Trade O. K. Mark

Made of brass, 3 sizes. In brass boxes of 100. Handsome. Compact. Strong. No Slipping, NEVER!

All stationers. Send 10c for sample box of 50, assorted sizes. Illustrated booklet free.

The O. K. Mfg. Co., Syracuse, N. Y. No 1B

If it's Anything in the Line of Paper for Stationer or Printer

WE HAVE IT

CARTER, RICE & CO., Corporation
 BOSTON, MASS.

Franklin Paper Co., } Manufacturers of
 HOLYOKE, MASS. } INDEX BRISTOLS, WHITE BRISTOL
 BLANKS, Etc.

Chas. S. Clark Company
 ST. LOUIS, U. S. A.

Devote their entire energy and time to the production and importation of

NOVELTIES

IN PAPER AND OTHER MATERIALS FOR THE RETAIL STATIONERY TRADE

20 Years In This Business
 Should Qualify to Some Extent

Our new line of Guest Cards, Tally Cards, Valentine, St. Patrick and Easter Cards is absolutely the best proposition ever offered to the Stationery Trade in the U. S. A.

MANN'S COPYING BOOKS AND PAPER
 Established Lines to Meet Every Requirement
 Exclusive Agencies Will Be Established
WILLIAM MANN COMPANY, Manufacturers
 PHILADELPHIA



In White and Colors *Unexcelled for Blackboard*
 Makes a Fine Soft Mark, Easy to Erase; Clean, Economical,
 free from Grit

Packed in Gross, Half-Gross, and Quarter-Cross Lock Corner Wood Boxes, and in Assorted Packages

Manufactured by
THE STANDARD CRAYON MFG. COMPANY
 DANVERS, MASS.

UNION ENVELOPE COMPANY

Makers of **DUPLEX CHURCH COLLECTION ENVELOPES**

Makers of All Kinds of Envelopes

RICHMOND, VA

CORRESPONDENCE SOLICITED

LET US SUBMIT QUOTATIONS.

Classified Business Directory and Index to Advertisements.

All Advertisers are entitled to one insertion under proper heading. Extra insertions, \$5.00 Per Annum. Extra Headings, \$10.00.

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did demonstration of how to sell a \$45 Edison Rotary Mimeograph to a costumer, who had been looking the market over and thought he wanted only a cheap duplicator of some sort.

J. Albert Cooper, head salesman in the stationery department, played well the part of the stubborn buyer, but was finally convinced by the many excellent arguments made in favor of the Mimeograph, and signed the order for one to be delivered immediately.

Mr. Clough complimented the salesmen on their thorough knowledge of the goods, and the enthusiasm displayed in selling them.

He also called attention to the four essential elements of salesmanship:

First—Secure the undivided attention of the customer.

Second—Inspire confidence in yourself and your goods.

Third—Create a desire to possess the article offered.

Fourth—Close the sale promptly and definitely.

The meeting was then adjourned, all present feeling the hour had been pleasantly and profitably spent.

The Power of Advertising

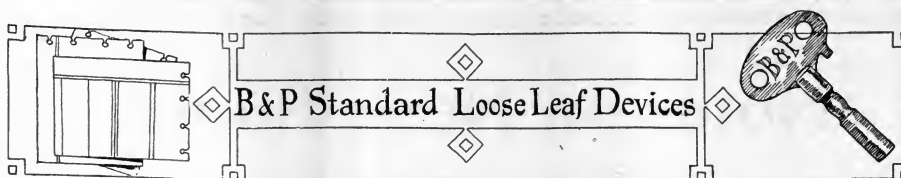
Advertising is true pioneering. It is the great creator of new business, the great expander of old. The typical trust waits for some one else to create a new demand, to open a new market, and then it comes along with "something just as good." Advertising is today the mainstay of independent business; it is the bulwark of little business against big business; it is the one open path straight to the consumer; it is the small man's chance to win on the sheer merit of his goods and the brains that he puts into pushing them against the brute strength of the most powerful trust.

Get an Ideal

We read a lot in the papers about ideals and aspirations and affirmations. An ideal from a business standpoint is viewing yourself filling a position that is the very height of your matured ambition. And you can't mentally fill that position too often in the day.

Just because you're 17 or 20 or 40 and still working back of the counter doesn't mean that you're always going to be there. The thing depends largely upon your ideal—and the fight that is in you. If you can see yourself as the head of a big concern, and you fight tooth and nail to get there, what's going to keep you back? It isn't in the power of man to do it!

Two ships move in opposite directions against the same wind. You can't control the wind, but you can the rudder; and the rudder is the important thing.



"My Kind of a Loose Leaf Line!"

—Says a leading dealer—"Just the combination of devices to give the buyer ample selection, without making the dealer carry an unreasonably large stock."

"My trade were interested right away when they saw my new B&P Line"—says another.

In fact—NEVER has a new line of goods been offered the stationer with quicker response and appreciation than the B&P STANDARD and SIEBER & TRUSSELL Loose Leaf Devices—

—"The most complete line ever offered the dealer."

And don't forget that B&P sell ONLY through the trade!

Boorum & Pease Loose Leaf Book Co.

MAKERS OF

"Standard" and "Sieber & Trussell" LOOSE LEAF DEVICES

MAIN OFFICE
109-111 Leonard St.
New York

FACTORIES
Brooklyn, N. Y.
St. Louis, Mo.

SALESROOMS

109-111 Leonard St.,
New York

Republic Bldg.,
Chicago, Ill.

220 Devonshire St.,
Boston, Mass.

4000 Laclede Ave.,
St. Louis, Mo.

We Carry Your "Reserve STOCK" of Blank Books

Did you ever stop to think how much stock room space it would take to carry even one sample of each of the 10,001 items that make up the B&P STANDARD line of Blank Books?

Or how many dollars you would have to invest?

Few manufacturing businesses require so varied a stock, yet every item in the B&P Line is needed to meet a live demand. And WE maintain the stock, ready for prompt shipment on YOUR order.

Boorum & Pease Company

MANUFACTURERS OF

**STANDARD BLANK BOOKS
The Line of 10,001 Numbers**

HOME OFFICES

Bridge, Front & York Sts.,
Brooklyn, N. Y.

FACTORIES

Brooklyn, N. Y.
St. Louis, Mo.

SALESROOMS

109-111 Leonard St.,
New York

Republic Bldg.,
Chicago, Ill.

220 Devonshire St.,
Boston, Mass.

4000 Laclede Ave.,
St. Louis, Mo.



Notes on New Books

Popular Books of the Week

The New York Public Library, Circulation Department, reports books most in demand, excluding fiction, for the week ending December 6, as follows: Schreiner's "Woman and Labor," Synge's "Playboy of the Western World," Hutchinson's "Exercise and Health," Bennett's "How to Live on Twenty-four Hours a Day," Brooke's "English Literature," Miles's "Serving the Republic."

"Beasley's Christmas Party"

A charming character is portrayed by Booth Tarkington in his little story called "Beasley's Christmas Party"—that of a man who, because of his love and pity for a woefully afflicted boy, makes a plaything of himself, responsive to the little fellow's whimsical demands, and does a great many extraordinary and ridiculous things. He really does too much—gets rather beyond the limits of human experience and probability—and makes inevitable the conclusions that the story he adorns is somewhat extravagantly and farcically wrought out. He is admirable, however, in spite of his faults; we do not, in our impatience with his absurdities, lose our impression of the bigness of his affection and the exquisite quality of his tenderness. (Harper & Brothers, \$1.)

"The Fourth Watch"

"The Fourth Watch," by H. A. Cody (Hodder & Stoughton, \$1.20) is a naive, old-fashioned story, wherein wickedness is punished and merit rewarded, with just enough troubles injected to give added brightness to the happy ending. There is a fine old parson unjustly accused of theft;

his sweet daughter loved by a spendthrift who develops into a noble man; a poor and grateful boy who is a veritable Mr. Dick for putting things right, with minor characters, good and bad. The interest evoked is of the mildest description.

"The Mansion of Mystery"

"The Mansion of Mystery," by Chester K. Steel (Cupples & Leon Company, New York, 90 cents) is a story of the wonderful exploits of Adam Adams, detective. My friend the plain-clothes man also read this book and brought it back in disgust. "If I was a critic," he said, "I'd hammer that book." But the reviewer doesn't agree with him. It fulfills very well indeed the requirements of such a story. A crime is committed, an innocent person is accused, and Adams takes up the case. He makes many discoveries, but every step only adds to the mystery till the end. Of course, it is easy enough to get a hero in a tight place, if you can always get him out. Whenever Adams is shut in an air-tight vault with a combination lock and with a gang of desperate criminals waiting outside till he smothers, he finds a rusty brace and bores his way out through the rotten concrete. He finds as wonderful means of escape in nearly every chapter. It is all a drama of impossibilities, you will say. Surely, and so is a nightmare; but a good nightmare "gets over" pretty effectively.

"The Rugged Way"

The innocent bearing disgrace and punishment to spare the guilty; a heartless fiancée deserting the stricken lover; a railroad wreck; a new life under a new name in the great Northwest; a new and noble

love; complications, misunderstandings; a forest fire wherein barriers are burned away—how familiar to the professional reader of novels are all these ingredients! In "The Rugged Way" (Lothrop, Lee & Shepard Company, \$1.35) Mr. Harold Morton Kramer recombines them into a readable tale which that mysterious person, "the average reader," will no doubt find not only interesting but exciting. The author's dramatic power is considerable, and from his situations lessons in character may well be drawn, for he is always on the right side. Whether a closer observer of the real ways of life will greatly care for a picture so highly colored is another matter, but such observers are few, and "the general" will have no fault to find.

POSTAL RATES

(Continued from page 3.)

Third—No second class periodical must be published chiefly for advertising purposes, either by reason of the manner in which it is circulated or by reason of the character of the matter published, and no newspaper or other periodical publication devoting more than 50 per cent. of its space to advertisements shall be carried as second-class mail matter.

All advertisements shall be attached permanently to the publication, and shall not be printed on any substance other than paper, nor on paper of greater weight than that used for the text of the publication.

Fourth—No periodical in the second class postage division shall be published chiefly for free circulation or for circulation at nominal rates.

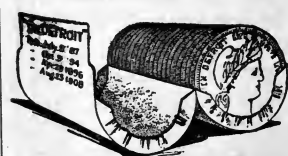
RESTRICTIONS OF SUPPLEMENTS.

Fifth—With a regular issue of a newspaper or other periodical publication one supplement may be inclosed. Supplements shall not be printed on any other substance than paper, nor, except in the case of maps or plans illustrative of the text, shall they differ in form from the body of the publication.

A supplement shall not contain advertisements, but shall be confined to matter germane to the regular issue and supplied in order to complete the body of the publication.

Subscribe for THE STATIONER—It pays.

Mr. Stationery Dealer Don't Miss Your Share



of this trade. We will help you get it by furnishing you imprinted advertising matter of our products FREE

Write us to-day.

The Detroit Coin Wrapper Co.
Detroit, Mich. Toronto, Ont.

EAGLE GEISHA PENCIL No. 826



An attractive Pencil with Propel and Repel Movement, finished in yellow polish. Packed 1 Dozen Pencils in a Box, with 1 Dozen small Metal Boxes, each containing three extra black leads; and One-Half Gross in a Flat Display Carton.

EAGLE PENCIL COMPANY

377-379 BROADWAY

NEW YORK

TYPEWRITER RIBBONS AND CARBON PAPERS

You've tried the rest, now try the best

Manufactured by

THE S. T. SMITH CO., 11 Barclay St., New York

Also a Complete Line of Typewriter Linen Papers and Manifold Flimsies



Macey's Inter-Inter Filing Cabinet

The Macey Company, of Grand Rapids, has just made some changes in its Inter-Inter Filing Cabinet line, making it an even better stock proposition for the dealer than ever before. The Inter-Inter Filing Cabinet line was introduced to the trade several years ago and has been deservedly successful from the first.

The Inter-Inter line consists of a system of interchangeable interior units (from which it gets its name), comprising every modern filing device, and a series of outside cabinets having open spaces to receive the units. This construction enables the user to select and arrange a cabinet to suit his exact requirements. The various filing devices are arranged in units of standard dimensions, made interchangeable so that any desired combination can be produced. It is almost like building a special cabinet to order at the cost of stock patterns.

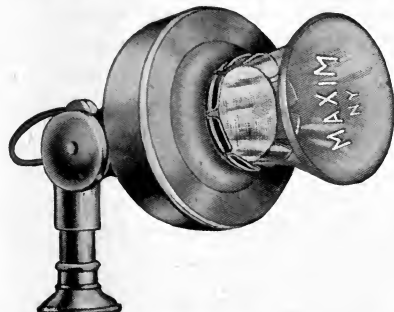
The outside cabinets were formerly made in one, two, three and four-opening sizes. The recent change has done away with the two and three-opening sizes, and the one-opening cabinet is now made as a unit, so that you can now start to build a cabinet with one unit and make the sky your limit, as far as height is concerned. This leaves but two outside cabinets, the four-opening and the one-opening. These are made in three widths—letter size, 15 inches wide; cap or legal size, 18 inches wide, and insurance or double letter size, 28 inches wide. This eliminates carrying separate tops and saves the cost, as the outside cabinets are the same price whether with or without top.

One of the strong features of this line is the interchangeable legs. These legs are made in two heights, which sell for the same price. They fit any of the four-opening Inter-Inter or Upright cabinets, doing away with various bases. The interchangeable leg is a Macey patented feature.

COUNTER DISPLAY

The Moore Push-Pin Company, Philadelphia, Pa., is placing with the dealers who

MAXIM Antiseptic Telephone Mouth Piece

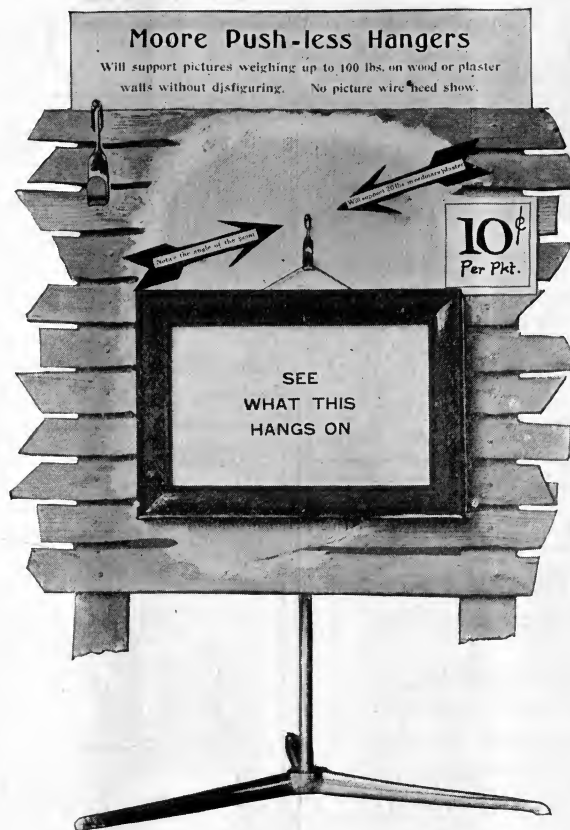


MAXIM TELEPHONE MOUTH PIECES
MAXIM CHECK STUB HOLDERS
MAXIM MOISTENERS
Now Manufactured by
Frank A. Weeks Mfg. Co. 93 JOHN ST N. Y.

handle its products one of the best counter displays ever put out by this progressive and up-to-date concern. This counter display is constructed of lath and plaster, which shows a section of the average wall

posters, etc., without disfiguring plaster walls.

This display has doubled the sale of these useful, attractive and much advertised articles, and a card addressed to the above



with a real picture hanging on it (as per the illustration), and actually demonstrates how the famous Moore Push-Pins and Moore Push-less Hangers are used in the homes to hang pretty pictures, calendars,

company will bring the necessary information as to how a display may be obtained.

TYPEWRITER CARBONS & RIBBONS



PERFECT SATISFACTION GUARANTEED
A trial order will explain why.
INTERNATIONAL CARBON PAPER CO.,
206 BROADWAY, N. Y.
AGENCIES: PHILA., KANSAS CITY, MO., LOS ANGELES, CAL., SEATTLE, WASH
INT. CARBON PAPER CO. 22 Grace St., CHICAGO

HARTSHORN SHADE ROLLERS ARE NEVER DEAD STOCK

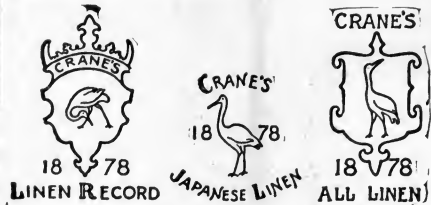


Notice name on label and be sure you get the genuine
STEWART HARTSHORN CO.
Office and Main Factory. E. Newark. N. J.

THE BEST BLACK BOARDS ARE MADE OF HYLOPLATE.

BLACKBOARDS
Reversible, Portable, Roll-Up, Framed
SLATED CLOTH
Globes, Alpha Crayon, Erasers and other School Specialties.
The Original Andrews Dustless Eraser.
WEBER COSTELLO CO.
Chicago Heights, ILL.
Successors to School Supply Dept. of A. H. Andrews & Co.
Chicago, Manufacturers for the Trade only.

Mills of **CRANE BROS.,**
Westfield, Mass.
Manufacturers of
LINEN PAPERS with the
Famous Watermarks



YEAR BOOKS
FOR 1912

Turn your attention to diaries: these are the active months in that branch. Carry the diary that's advertised:
HUEBSCH'S YEAR BOOKS

B. W. HUEBSCH
225 Fifth avenue New York

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The American Printer**

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